



**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS)  
LEVEL 5 SEMESTER 2 (2018/2019)  
DSU5322 – MEDIA OCCUPATIONS AND PROFESSIONS  
FINAL EXAMINATION**

**DURATION: THREE HOURS (03 HOURS)**

**Date: 27<sup>th</sup> July 2019**

**Time: 09.30 a.m. to 12.30 p.m.**

**Answer only FIVE (05) questions. All questions carry equal marks.**

1. (a) Define work.  
(b) Briefly discuss how work evolves into occupations and professions  
(c) Discuss the main purposes of work in traditional and modern societies.
2. Discuss the contributions made by the classical sociologists such as Weber, Durkheim and Marx to the sociology of work.
3. “Social change precedes technological development. But the technological developments amplify the developments in all sectors of life”. Critically examine this statement in relation to media convergence within the print media organizations in Sri Lanka.
4. Trace the evolution of media industries from its birth to the present.
5. “Media professionalism is sine qua non in a flourishing democracy”. Examine the above statement in relation to the structural and attitudinal attributes of professions.
6. According to Walter Lippman, “a free press is not only a right and a privilege, but an organic necessity in a great society”. In such a context, the journalists have a wider role to play in ensuring the freedom of the press. Elaborate on the concept of journalistic autonomy in relation to the above statement.
7. “Journalists must mediate pressure from different quarters in carrying out their work”. Based on the above statement, critically analyse the micro and macro media organizational factors affecting media work.
8. Examine the concept of creative industries in relation to the media sector in Sri Lanka.

9. Write short notes on any **four (04)** of the following:
- (a) Vertical and Horizontal integration
  - (b) Open systems view of mass media
  - (c) The role of education and ethics in media work
  - (d) Issues faced by journalists in covering war and conflict
  - (e) The need for a national strategy on creative industries in Sri Lanka
  - (f) Maintaining objectivity and accuracy relating to media content

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