



THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
MA IN DEVELOPMENT STUDIES AND PUBLIC POLICY
(A COLLABORATIVE PROGRAMME OF THE OUSL AND MARGA INSTITUTE)
DSP 9407: DEVELOPMENT COMMUNICATION FOR BEHAVIOR AND SOCIAL CHANGE
FINAL EXAMINATION – 2019
DURATION: THREE (03) HOURS

Date: 21st July 2019

Time: 9.30 am- 12.30 pm

Answer four (04) questions. Each question carries 25 marks.

1. Communication for development supports two-way communication systems enabling communities to speak out, express aspirations and participate in development decision making. Elucidate, giving examples of how this is practiced in different countries.
2. Why is strategic communication regarded as a pre-condition for rural development? Explain with examples.
3. The reaction against modernization (and to some extent against global structural imbalances) gave birth to various participatory approaches. Discuss.
4. Why is culture an important factor in social and economic development. Discuss with examples.
5. A major constraint to diffusion of new ideas at the ground level is the inability of those in charge of communication campaigns to apply methods and media that appeal to the minds of people. Discuss.
6. Empowerment is most effective when it draws on the full range of concepts and meanings of power. Explain.
7. What are the Social and Psychological factors relating to behavior in the context of social change? Discuss giving examples.
8. There are six success factors for rural communication. Discuss.
9. Mass media is important in spreading awareness on new possibilities and practices, but when decisions are made about whether to adopt or not to adopt, personal communication is likely to be influential. Discuss giving reasons for or against.