

**THE OPEN UNIVERSITY OF SRI LANKA
FOUNDATION COURSE IN SOCIAL SCIENCES – LEVEL II
FINAL EXAMINATION - 2006
SSF 2303 – INTRODUCTION TO MASS COMMUNICATION**



DURATION – THREE (03) HOURS

Date: 26th November 2006

Time: 1.00 p.m. – 4.00 p.m.

Answer five (05) questions only. Each question carries 20 marks.

1. “Writing for mass media is an art”. Comment.
2. Write an essay on the evolution of the Television Medium in the world.
3. What are the fundamental elements in news reporting?
4. Identify the limitations of radio broadcasting as a sound medium.
5. Explain five unethical practices in journalism?
6. Explain the important characteristics of Development Journalism.
7. Briefly describe different types of mass media interviews.
8. Discuss the importance of “Inverted Pyramid” style in news writing.
9. Write short notes on the following themes.
 - (i) Freedom of expression
 - (ii) Weaknesses of television
 - (iii) Receiver
 - (iv) Printing machine

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