

THE OPEN UNIVERSITY OF SRI LANKA
MA DEGREE IN DEVELOPMENT STUDIES AND PUBLIC POLICY 2014/2015
MARGA-OUSL COLLABORATIVE PROGRAMME – LEVEL VIII
SSP2131-DEVELOPMENT COMMUNICATION FOR BEHAVIOUR AND
SOCIAL CHANGE
FINAL EXAMINATION – 2014



DURATION: THREE (03) HOURS

Date: 20.12.2014

Time: 09.30 a.m. – 12.30 p.m.

Answer four (04) questions.

01. ICT inspires empowerment and social responsibility in developing countries. Critically examine this statement with reference to Sri Lanka.
02. Monitoring and evaluation is an essential requirement in large scale human development programmes. Explain citing examples from Sri Lanka.
03. Theater can be used meaningfully as a participatory communication tool. Discuss how its strengths can be maximized.
04. Effective communication tools are needed to restore normalcy in the aftermath of any emergency. Explain what this means in a locally relevant manner.
05. The concept of edutainment is not a new concept and it has been used effectively in development communication. Discuss its significance.
06. Communication is contextual and there is no universal formula capable of addressing all situations in a uniform manner. Discuss what this means.
07. Scholars hold that in a crisis situation, offensive or defensive communication postures should be used. Discuss what this means.

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