

THE OPEN UNIVERSITY OF SRI LANKA
MA DEGREE IN DEVELOPMENT STUDIES AND PUBLIC POLICY (2018)
MARGA INSTITUTE – OUSL COLLABORATIVE PROGRAMME – LEVEL VIII
S / SP 2131- DEVELOPMENT COMMUNICATION FOR BEHAVIOUR AND
SOCIAL CHANGE
FINAL EXAMINATION – 2019
DURATION: THREE (03) HOURS



Date: 19th January 2019

Time: 01.30 p.m. – 04.30 p.m.

Instructions:

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

1. Theatre is a formidable means of attitudinal transformation of people as it involves the community with enthusiasm. Discuss
2. Discuss how ICT facilitates empowerment of people with a deeper sense of social responsibility.
3. It is in the best interest of national development programmes that systematic monitoring and evaluation takes place. Discuss
4. What do we mean by use of effective communication to restore normalcy in times of crises and emergencies?
5. Edutainment, a combination of education and entertainment is a powerful means of changing the mindset of a people both at micro and at macro levels. Discuss.
6. Communication strategies should always be contextually relevant, and they cannot be used with pre-conceived ideas and biases. Discuss
7. Explain some of the key steps that need to be taken in evolving a communication campaign plan to drive home a set of development values. Explain with reference to a key development communication need in Sri Lanka.
8. Freedom with responsibility is the ethos that is cherished by communicators in a mature democracy. Explain what this represents.
9. Family planning communication should be aimed at developing the institution of family to suit the needs of modernization. What does this mean?

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