THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
FINAL EXAMINATION 2025/2026 (SEMESTER I)
DSU4621 – PARTICIPATORY COMMUNICATION FOR DEVELOPMENT

DURATION: THREE HOURS (3 HOURS)

Date: 25.04.2026 **Time: 01.30 pm -04.30 pm**

Answer five (05) questions only.

1. Modernization is the goal of development, according to modernization scholars. Critically evaluate whether modernization can be considered the main objective of development, using relevant examples.

2. Cultural imperialism and consumerism contribute to an unequal distance between core and periphery countries. Discuss how global media and consumer culture reinforce these inequalities.

3. Discuss the significance of information in agricultural development, highlighting both successes and challenges in developing countries.

4. "The Monistic/Emancipatory models provide an integrated approach to development". Do you consider it an ideal approach universally? Discuss.

5. Critically discuss some of the key problems faced by policy planners in developing countries when formulating communication policies.

6. Some argue that social marketing is a method of manipulation rather than empowerment and, therefore, is inappropriate for true development. Critically discuss.

7. Explain what is meant by a participatory communication approach and discuss how this approach becomes a means of power sharing among stakeholders.

8. Development is a holistic process. Contextually, why do you consider women's participation in development important in achieving sustainable development? Explain with examples.

9. Write four (04) short notes on the following
   (a. Four elements of the Diffusion Model
   (b. Liberal/Capitalist Model
   (c. NGOs as Agents of Development
   (d. The special characteristics of a pro – development tele-drama
   (e. Constraints to participation in community development programmes

..... *Copyright Reserved*.....