THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL III

BA DEGREE PROGRAMME IN YOUTH & COMMUNITY DEVELOPMENT-LEVEL III

FINAL EXAMINATION 2025/2026 (SEMESTER I)

DSU3521 – INTRODUCTION TO COMMUNICATION THEORY AND PRACTICE

DURATION: THREE HOURS (3 HOURS)

Date: 04th April 2026 **Time: 9.30 a.m. – 12.30 p.m.**

Instructions:

1. Answer Five questions only. Be descriptive as possible.

2. Each question carries 20 Marks.

3. Ensure that your handwriting can be read easily.

1. Discuss the concept and process of communication, highlighting its essential elements.
2. Explain the relationship between communication and society. How does communication influence social development?
3. Analyze the role of communication in culture and cultural transmission.
4. Examine communication settings and explain how they influence the communication process.
5. Discuss the importance of traditional communication patterns in contemporary society.
6. Discuss the organization of news work and its impact on transitional societies.
7. Evaluate the importance of alternative voices in strengthening democracy.
8. Analyze the transformation of communication culture in Third World countries moving from autocracy to democracy.
9. Discuss the major constraints to the development of mass media in the developing world, including the concept of New World Information and Communication Order (NWICO).

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