THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
CERTIFICATE PROGRAMME IN SOCIAL SCIENCES – LEVEL II
FINAL EXAMINATION – 2007
INTRODUCTION TO MASS COMMUNICATION - SSF 2303

DURATION – THREE (03) HOURS

Date: 10th October 2007 **Time: 1.30 p.m. – 4.30 p.m.**

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

1. What are the fundamental requirements of an effective media interview?

2. Is information a social right? Discuss.

3. Explain the significance of news from a mass communication perspective.

4. Write a news story taking into consideration the Inverted Pyramid Concept.

5. "Exposure of issues that are detrimental to national development is the main task of Investigative Journalism". Comment.

6. How can Audience Research be useful in producing effective media programmes? Explain.

7. Trace the significant historical stages in the development of News papers in Sri Lanka.

8. What are the strengths and weaknesses of the television medium?

9. Write Short notes on the following
   (i) International Declaration of Human rights
   (ii) Agenda Setting Function
   (iii) Opinion Leader concept
   (iv) Copyrights

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