THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
CERTIFICATE IN SOCIAL SCIENCES – LEVEL II (2007/2008)
FINAL EXAMINATION
SSF 2303 - INTRODUCTION TO MASS COMMUNICATION

DURATION – THREE (03) HOURS

Date: 05th October 2008 **Time: 1.30 p.m. – 4.30 p.m.**

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

1. What are the strengths and weaknesses of the broadcasting medium? Explain.

2. Explain with examples how credibility in news gathering could be safeguarded.

3. Journalists should always abide by professional ethics in the work they carry out. Discuss.

4. Gathering of the most essential facts of a news story is a challenge for a news reporter". Discuss.

5. Explain the role that a journalist should play in the process of national development.

6. Trace the significant historical stages in the development of television in Sri Lanka.

7. What are the differences between opinions and ideas interviews and personality and emotional interviews? Explain with examples.

8. Explain the impact that journalists could make on social progress and decline? Discuss.

9. Write short notes on the following.
   (i) Freedom of information
   (ii) Agenda setting function
   (iii) Development news
   (iv) Mass audience

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