

## NEW/OLD

**ප්‍රංශ ව්‍යුහ ප්‍රමාණ ප්‍රතිඵල්ල ප්‍රතිඵල්ල  
Department of Examinations, Sri Lanka**

අධ්‍යාපන පොදු සහතික පත්‍ර (උස්ස පෙළ) විභාගය, 2020  
කළුවිප පොතුත් තුරාතුරුප පත්තිර (ඉයර තුරු)ප පරිශ්‍යී, 2020  
General Certificate of Education (Adv. Level) Examination, 2020

29 E I

பூர் தேவை  
இரண்டு மணித்தியாலம்  
**Two hours**

**Instructions:**

- \* This paper consists of three parts, namely **A**, **B**, and **C**. **Part A** contains questions on **old** and **new syllabi**, **Part B** contains questions on the **old syllabus**, and **Part C** contains questions on the **new syllabus**.
- \* Answer all questions from 1 to 25 of part **A**
- \* Select only one part from **B** or **C** and answer all questions from 26 to 50.
- \* Write your **Index Number** in the space provided in the answer sheet.
- \* Instructions are given on the back of the answer sheet. Follow those carefully.
- \* Pick one of the alternatives from (1), (2), (3), (4), (5) which is **correct** or **most appropriate** and mark your response on the answer sheet with a cross (x) in accordance with the instructions given on the back of the answer sheet.

## PART A

1. Communication is  
(1) symbolic. (2) technological. (3) contextual. (4) two-way. (5) multi-directional.
2. A writer thought of writing a feature article to a newspaper by recreating his/her personal experience. This is most suitable for  
(1) written communication. (2) mass communication.  
(3) print media. (4) Informal communication.  
(5) intra-personal communication.
3. What is **not** included in Shannon and Weaver's model of communication is  
(1) noise. (2) message. (3) source. (4) effect. (5) signal.
4. In order to develop the Knowledge-based society, a historical role was played by the  
(1) newspaper. (2) book. (3) magazine. (4) leaflet. (5) notice.
5. In human society, the greatest social service rendered by communication is  
(1) making its ideas common.  
(2) providing entertainment.  
(3) creating discipline.  
(4) creating receiver impact.  
(5) building up interrelationships.
6. In a newspaper, use of language should be  
(1) traditional. (2) complex. (3) simple.  
(4) descriptive. (5) sophisticated.
7. Folklore is important as a form of communication because it  
(1) is a method of interpersonal communication.  
(2) is a method of speech communication.  
(3) can be used as a creative source.  
(4) presents rural information.  
(5) presents a local model of communication.

8. Following the choreographic song telecasted on television, Kamal was clapping and dancing in his room alone. Demonstrated here is a process of  
 (1) decoding. (2) perceiving. (3) communication. (4) feedback. (5) dancing.

9. At the very moment the teacher turned the pages of the text book after coming to class, the students looked at each other because they heard the sound of a siren of a vehicle. This shows,  
 (1) informal communication. (2) communicational noise.  
 (3) intra-personal communication. (4) non-verbal communication.  
 (5) sound communication.

10. What is the option that does **not** include the fundamental elements of the process of communication?  
 (1) media, decoder, context and effect  
 (2) communicator, decoder, effect and noise  
 (3) receiver, feedback, acting and channel  
 (4) encoder, field of experience, noise and receiver  
 (5) encoder, feedback, source and channel

11. A documentary produced in China based on the information on Corona pandemic was also screened in Corona affected areas in Sri Lanka too. This is very important because  
 (1) information on Corona is first reported from China.  
 (2) visual media is more powerful.  
 (3) it is an activity of group communication.  
 (4) it gives information about a domain of similar experience.  
 (5) it builds inter-cultural bonds.

12. Kamal instructed his sister on the creation of a graphic picture on a computer and explained how colours should be used for the purpose. The role of communication demonstrated here is  
 (1) providing education. (2) providing information. (3) creation.  
 (4) socialization. (5) persuasion.

13. Given below are three facts related to the field of communication.  
 • It has common goals.  
 • It can be one-way or two-way.  
 • It consists of response-feedback.  
 The above points are closely related to  
 (1) interpersonal communication. (2) group communication.  
 (3) verbal communication. (4) formal communication.  
 (5) instructional communication.

14. The radio announcer successfully presented the programme based on the knowledge and experience that he gathered from the villagers about rituals associated with the tank in a rural village. Which communication scientists' definition does this situation match most?  
 (1) Harold Lesswell (2) Walter Lippmann  
 (3) Charles Coolie (4) Edward Sapier  
 (5) Shannon and Weaver

15. "Messages of mass media are complex." The ability the receiver should have to understand and interpret them is  
 (1) media criticism. (2) empathy. (3) media literacy.  
 (4) perception. (5) instinctive knowledge.

16. A form of culture with which the active use of the labour of the public can be identified is  
 (1) popular culture. (2) folk culture. (3) classical culture.  
 (4) media culture. (5) global culture.

More Past Papers at  
**tamilguru.lk**

25. Given below are four statements about using language in media.

- A - Writing is done based on the screen.
- B - Language is used according to the target group.
- C - Video and audio are equally powerful.
- D - Receivers' imagination is enhanced through creative writing.

The sequential order of media denoted by the above statements is

- (1) cinema, radio, television and newspaper.
- (2) television, newspaper, cinema and radio.
- (3) cinema, television, radio and newspaper.
- (4) television, radio, cinema and newspaper.
- (5) cinema, newspaper, television and radio.

### PART B

26. The cultural trend known as an act of neocolonization is cultural

- (1) shock. (2) invasion. (3) exchange. (4) diffusion. (5) acceleration.

27. Messages presented to provide new knowledge and understanding to the receiver is called

- (1) operational messages. (2) instructional messages.
- (3) strengthening messages. (4) perceptual messages.
- (5) motivating messages.

28. In the drama Ramayanaya, Hanumantha performed a proactive dance by moving his red coloured eyes. According to strategies of acting, what is demonstrated here is

- (1) body-gestures. (2) non-verbal communication.
- (3) realistic style. (4) facial gestures.
- (5) acting out a situation.

29. In media criticism, social relationships and social forces can be more attentively analysed through a/an

- (1) ethical approach. (2) aesthetic approach.
- (3) linguistic approach. (4) historic approach.
- (5) political approach.

30. What receives priority in Nair and White's exchange model of developmental communication is

- (1) having a religious foundation.
- (2) decision making through participation.
- (3) using folk culture as a foundation.
- (4) the use of opinion leaders.
- (5) people acting for themselves.

31. What is the concept of communication which claims that the state should control media freedom and responsibility so that they can save common people's victory from the forces of the enemies?

- (1) Authoritarian (2) Soviet Communist
- (3) Social Responsibilities (4) Libertarian
- (5) Democratic

32. The following ideas came up in a discussion conducted by a group of students.

- Ruhan - Should act upon diverse ideas.
- Gayani - There should be independent thinkers.
- Akash - People should be made to agree on a single view.
- Kamani - Discussion should be conducted by allowing various ideas to emerge.

Among the above statements, the ones that match disagreement are presented by

- (1) Ruwan and Gayani. (2) Gayani and Akash.
- (3) Akash and Kamani. (4) Ruwan and Akash.
- (5) Gayani and Kamani.

33. What is the statement that **does not match** the use of photographs in public relations?

- (1) Active photographs are more appropriate.
- (2) Displaying diverse and special occasions.
- (3) Displaying a photograph over a long period.
- (4) The use of still-photographs according to a situation.
- (5) The use of photographs of different sizes.

34. Choose the **incorrect** statement about language from the ones given below.

- (1) Disputes have arisen in countries due to language issues.
- (2) Language controls people's labour.
- (3) Language helps the maintenance of power.
- (4) The main language changes due to dialects.
- (5) The relationship between language and culture is distant.

35. A political and cultural problem that affects the development of a country is

- (1) The absence of national thinking and a policy.
- (2) non-commercialization of media.
- (3) not being religious-centered.
- (4) not being traditional.
- (5) not having doubts about change.

36. Choose the correct statement among the following.

- (1) Public rituals and beliefs are not connected to gods, devils and ghosts.
- (2) Folk rituals and beliefs do not have a sociological reality.
- (3) Folk religion and rituals are not detached from folk beliefs.
- (4) Folk rituals and beliefs are rare in eastern countries.
- (5) Rituals and beliefs do not affect people's behaviour.

37. Given below are a few terms used in communication

A - empathy	B - observation
C - analysis	D - identification
E - synthesis	F - experiment

Among the above, strategies used in the investigation of knowledge is

- (1) A, B, C and D
- (2) A, B, D and E
- (3) B, C, D and E
- (4) B, C, E and F
- (5) C, D, E and F

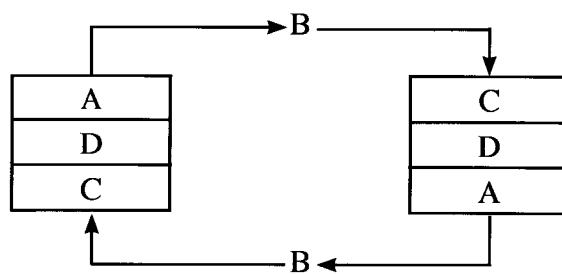
38. Given below are some statements about conflict resolution:

A - Younger sister, your idea is correct. I will change mine.  
 B - That is something that we both can not be happy about.  
 C - Yes, we both can agree on that solution.

The states that match the above situation are

(1) A win - lost	B lost - lost	C win - win
(2) A win - lost	B lost - win	C win - win
(3) A win - win	B lost - lost	C win - lost
(4) A win - win	B win - lost	C lost - lost
(5) A lost - lost	B win - lost	C win - win

- Use the diagram given below to answer questions from 39 to 42.



39. The above diagram shows details included in a model of communication. What is the option that shows the elements denoted by A, B and C in the correct order?

- encoder, decoder, feedback
- communicator, message, channel
- decoder, feedback, communicator
- encoder, receiver, message
- encoder, message, decoder

40. According to the above diagram, due to the process that takes place among A, B and C

*J* - It is seen that a linear communication is taking place.

*K* - It is clear that feedback is received.

*L* - It can be recognized whether there is any noise.

*M* - It is clear how the message is understood.

The true statements among these are

- Only *J* and *K*.
- Only *K* and *L*.
- Only *L* and *M*.
- Only *J*, *K* and *L*.
- Only *K*, *L* and *M*.

41. What is the Communication model to which the elements on the diagram are closely related?

- Aristotle and Harold Lesswell
- Charles Osgood and Wilbur Schramm
- David Berlo and Wilbur Schramm
- Claude Shannon and Warren Weaver
- Warren Weaver and Charles Osgood

42. In a comparison of Berlo's model and the diagram given above, the most relevant element/elements is/are

- A*.
- A* and *B*.
- B*.
- B* and *C*.
- D*.

43. The following ideas about ratings of television programmes emerged in a discussion.

- Knowing the production cost of a programme
- Presentation of awards
- Deciding on a suitable time to telecast the programme
- Knowing the nature of the viewers of television

The most correct among these are

- A* and *B*.
- A*, *B* and *C*.
- B* and *C*.
- B*, *C* and *D*.
- C* and *D*.

44. Choose the incorrect statement about globalization.

- It weakens national states.
- It has an agreed common agenda.
- It takes an opinion-based approach.
- It promotes various elements of the process of media.
- It creates self-centered media.

More Past Papers at  
**tamilguru.lk**

45. Answer the question using the following table.

	X	Y
A	Media literacy	Media personnel
B	Media education	Creative thinking
C	Critical analysis	Receiver perception
D	Popular culture	Suitable consumption pattern

In the above table, an increase of X affects the increase of Y in

(1) A and B. (2) A and C. (3) B and C.  
 (4) B and D. (5) C and D.

46. Given below are two statements about the conflict and co-existence

A - Management of conflicts is not conflict resolution.

B - In Sri Lanka, domestic peace and co-existence are admired by local culture.

Choose the most correct option about the above statements.

(1) While A is true B is false.  
 (2) While A is false B is true.  
 (3) Both A and B are true.  
 (4) While A and B are true, A is a problem, B is a solution.  
 (5) While both A and B are true, B makes A more meaningful.

47. Choose the **incorrect** statement among the following:

(1) Media criticism shows the way media creation should be directed based on social trends.  
 (2) Mass media has the strength to challenge the social center of power.  
 (3) People can see society realistically due to the agenda of mass media.  
 (4) The attitude a person has about his/her higher ability, skills, appearance and social recognition is called self-concept.  
 (5) The change or development of culture due to new ideas is called cultural acceleration.

48. Statements about the usage of language are given below.

- being an individual act
- being essential in mutual communication
- the need of a perspective and an opinion
- the need of literacy

The forms of language that match the above in order are

(1) speech, analysis, acting and writing. (2) speech, acting, analysis and writing.  
 (3) writing, speech, analysis and acting. (4) acting, speech, writing and analysis.  
 (5) writing, speech, acting and analysis.

49. Consider the following statements.

A - I listened to the sound of water-flow.  
 B - I was stimulated from the music.  
 C - I figured the essence of the story.  
 D - The music of the film is not suitable for that scene.

Select the option that show in order different stages of listening, according to the statements given above.

(1) listening, responding, understanding and evaluating.  
 (2) understanding, listening, responding and evaluating  
 (3) listening, evaluating, understanding and responding  
 (4) listening, understanding, evaluating and responding  
 (5) understanding, evaluating, listening and responding

50. Given below are some statements about development programmes and their features.

A. The co-operative society	1. Operates with the mutual participation of people
B. Regional Development Board	2. Has been formed with shares collected from villagers
C. Rural Development Society	3. It functions targeting gramaseva officer division.
D. Gramodhaya Mandala Campaign	4. Functions targeting Local government area.

The option that shows the correct relationship between the development programmes and its feature is,

(1) A1 , B3 , C2 , D4	(2) A2 , B4 , C1 , D3
(3) A4 , B3 , C2 , D1	(4) A3 , B4 , C2 , D1
(5) A2 , B1 , C4 , D3	

### PART C

26. Communication is the mechanism for maintaining and developing human relationships. This was proposed by

(1) Walter Lippmann.	(2) Charles Cooley.	(3) John Dewey.
(4) Wilbur Schramm.	(5) Claude Shannon.	

27. Instead of the common receivers of print, audio and visual media, the emergence of segments of receivers with difference and diversity is called

(1) demassification.	(2) globalization.
(3) deregulation.	(4) media Convergence.
(5) receiver centered.	

28. Freedom of seeking, obtaining and disseminating information and ideas is stated in the

(1) Intellectual Property Act.	(2) Right to Information Act.
(3) Press Council Act.	(4) Universal Declaration of Human Rights.
(5) Constitution of Sri Lanka.	

29. The teacher asked Ramani to present in the class a brief and clear account of a television programme that she had watched the previous night. The skill Ramani should have here is

(1) analysis.	(2) evaluation.	(3) grouping.
(4) synthesis.	(5) abstraction.	

30. "Our children do not either listen or do what we tell them. They are just watching television." A research-based answer for such complaints of parents was provided by,

(1) Kurt Lewin.	(2) Wilbur Schramm .	(3) George Gerbner.
(4) Paul Lazarsfeld.	(5) Walter Lippmann.	

31. Given below are some objectives of acting out folk dramas.

- A - As a ritual performed for pregnant women
- B - To provide an advisory message
- C - As something that expects prosperity
- D - To show inter-cultural connections
- E - As a performance about the destruction of crops

Among these, what is true about "*Kolam drama*" is

(1) A and B.	(2) A and C.	(3) B and C.
(4) B and D.	(5) D and E.	

32. A radio-programme producer used a silence of few seconds in a drama that he produced. What is clear from this is

- (1) providing an understanding about media noise.
- (2) showing that silence is not suitable for radio.
- (3) providing a stimulation for the drama.
- (4) making use of the field of experience.
- (5) making use of contextual features of drama.

33. Given below are some characteristics of communication.

**A - Empathy      B - Diverse audience      C - Self-concept      D - Lights house method**

Categories of communication for which these features are relevant in order are

- (1) intra-personal, mass, inter personal and group.
- (2) intra-personal, inter personal, group and mass.
- (3) inter personal, mass, intra-personal and group.
- (4) group, inter personal, intra-personal and mass.
- (5) mass, group, intra-personal and inter personal.

34. A characteristic that is **not** relevant for the establishment of social relation and equivalence in development is

- (1) having equal opportunities for development.
- (2) elimination of the division of social classes.
- (3) making changes due to fair reasons.
- (4) fulfilment of minimum requirements.
- (5) having special human rights.

35. Given below are some statements about the use of language.

A - consists of text and image.

*B* - makes use of visual patterns, metaphors and symbols.

C - does not use long complex sentences.

*D* - makes use of voice-projection language.

The sequential order of media that matches the above statements is

- (1) newspaper, cinema, radio and theatre.
- (2) television, newspaper, theatre and radio.
- (3) television, theatre, newspaper and radio.
- (4) newspaper, television, cinema and radio.
- (5) cinema, television, radio and theatre.

36. In collecting data for a survey, if numerical data from prior reports is used, that is

(1) quantitative data. (2) quantitative primary data.  
(3) quantitative secondary data. (4) qualitative data.  
(5) qualitative secondary data.

37. Given below are some facts related to media regulation.

#### A - Media representatives get involved.

*B - Media personnels should obey decisions and recommendations.*

C - It has the involvement of the government.

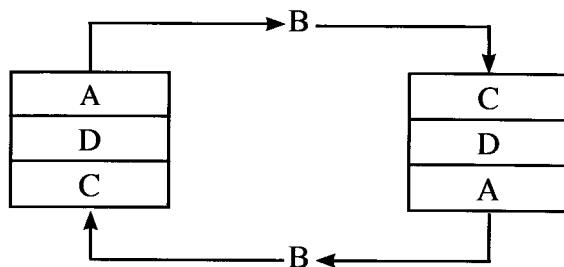
The approaches to regulation that these statements are relevant is

(1) self-regulation. (2) in house-regulation.  
(3) statutory-regulation. (4) co-regulation.  
(5) state-regulation.

38. You can obtain information by accessing a digital library through the Internet. What is the feature of new media that directly affects this?

- (1) Data base
- (2) Interactivity
- (3) Automation
- (4) Networking
- (5) Fastest Messaging

- Use the diagram given below to answer questions from 39 to 42.



39. The above diagram shows details included in a model of communication. What is the option that shows the details of A, B and C in the correct order?

- encoder, decoder and feedback
- communicator, message and channel
- decoder, feedback and communicator
- encoder, receiver and message
- encoder, message and decoder

40. According to the above diagram, due to the process that takes place among A, B and C

*J* - It is seen that linear communication is taking place

*K* - It is clear that feedback is received

*L* - It can be recognized whether there is any noise.

*M* - It is clear how the message is understood.

The true statements among these are

(1) Only <i>J</i> and <i>K</i> .	(2) Only <i>K</i> and <i>L</i> .	(3) Only <i>L</i> and <i>M</i> .
(4) Only <i>J</i> , <i>K</i> and <i>L</i> .	(5) Only <i>K</i> , <i>L</i> and <i>M</i> .	

41. What is the communication model to which the details on the diagram are closely related?

- Aristotle and Harold Lesswell
- Charles Osgood and Wilbur Schramm
- Claude Shannon and Wilbur Schramm
- Claude Shannon and Warren Weaver
- Warren Weaver and Charles Osgood

42. In comparing the above diagram with the HUB model, from what is given below is closely related to

(1) effect	(2) filters	(3) codes
(4) regulations	(5) gate keepers	

43. Given below are some statements about public relations and relevant activity of them.

<i>A i.</i> media public relations	<i>B i.</i> professional public relations
<i>ii.</i> issuing permits	<i>ii.</i> research and knowledge

<i>C i.</i> institutional public relations	<i>D i.</i> state public relations
<i>ii.</i> state relations	<i>ii.</i> code of ethics

Among the above, the option that shows the closest relationship between the two is

(1) <i>A</i> and <i>B</i> .	(2) <i>A</i> , <i>B</i> and <i>C</i> .
(3) <i>B</i> and <i>C</i> .	(4) <i>B</i> , <i>C</i> and <i>D</i> .
(5) All including <i>A</i> , <i>B</i> , <i>C</i> and <i>D</i> .	

44. After the process of a survey, its members described their experience as follows:

Radha - Having read information that had been written on the topic made it easier.  
 Suraweera - The selection of the sample was easier as data was collected from everyone in class.  
 Nandani - As an appreciation, the names of everyone that provided data will be included in the final report.  
 Shane - Conducting the interview was easier as we had already known information about the interviewees.

Among these, correct statements have been presented by,

(1) Radha and Suraweera. (2) Radha and Shane.  
 (3) Radha and Nandani. (4) Suraweera and Nandani.  
 (5) Nandani and Shane.

45. Use the diagram below to answer the question.

	X	Y
A	Self-determination	Personal independence
B	Media consumption	Receiver ratings
C	Requirement driven	Health services
D	Demassification	Broad audience

In the above diagram, when X is established, the increase of Y is affected by

(1) A and B. (2) A and C. (3) B and C.  
 (4) B and D. (5) C and D.

46. Two statements about surveys are given below.

A - A survey cannot study the inauguration of the national television and its impact at that time.

B - A survey cannot be used to collect data on past situations.

Among the above statements,

(1) While A is true B is false.  
 (2) While A is false B is true.  
 (3) Both A and B are true.  
 (4) While both A and B are true, B provides a reason for A.  
 (5) While both A and B are true, A provides a reason for B.

47. Consider the following statements.

A . McBride Report

- In a country, policies about media should be prepared to root out inequalities.

B . Federal Communication Commission

- Has introduced policies for manipulating radio media in colonised countries.

C. Universal Declaration of Human Rights

- One has the right for freedom to have and express his/her own opinion.

The option that shows a direct relationship is,

(1) Only A. (2) Only A and B.  
 (3) Only A and C. (4) Only B.  
 (5) Only B and C.

**48.** Read the following relationships and provide answers.

- A i.* Consists of a simple structure that can be understood easily
  - ii.* traditional communication
- B i.* Consists of simplicity, obviousness and mass scale production
  - ii.* mass communication
- C i.* A cultural subsection of knowledge era
  - ii.* popular culture
- D i.* Spreads surpassing national and ethnic cultures
  - ii.* Global culture

Among these, the option that shows a close relationship between the two is

- (1) A and B.
- (2) A and D.
- (3) B and C.
- (4) B and D.
- (5) C and D.

**49.** Imagine that you had to intervene in the resolution of a conflict. After understanding the nature of that conflict, the most suitable next step that you should follow is

- (1) Communicating with opponents.
- (2) the selection of the most suitable solution.
- (3) Getting the involvement of a third party.
- (4) Coming out with proposals.
- (5) Finding alternatives for the conflict.

**50.** Given below are some statements about various institutions.

A. Sri Lanka Press Council	1. The president appoints the chairman and the board of directors.
B. Press Complaints Commission of Sri Lanka.	2. The minister in charge appoints its members.
C. Public Performance Board	3. It is a board which consists of intellectuals from various disciplines.
D. Sri Lanka Telecommunication Regulatory Commission	4. Director General of government information is automatically a member of the board of director.

Among these, the option that shows the correct relationship between institution and positions is,

- (1) A1 , B3 , C2 , D4
- (2) A4 , B2 , C3 , D1
- (3) A3 , B2 , C4 , D1
- (4) A1 , B2 , C3 , D4
- (5) A4 , B3 , C2 , D1

\* \* \*

# NEW/OLD Department of Examinations, Sri Lanka

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2020  
කළුවිප් පොතුත් තුරාතුරුප් පත්තිරු (ශයුරු තුරු)ප් පරීක්ෂෙ, 2020  
General Certificate of Education (Adv. Level) Examination, 2020

ஸ்கூலிலீடுநாய் கூ மாதிரி அடிவடிநாய்	II
தொடர்பாடலும் ஊடகக் கற்கையும்	II
<b>Communication and Media Studies</b>	II

29 E II

ஏடு துக்க  
முன்று மணித்தியாலம்  
**Three hours**

அன்றை தியலீடு காலை	- தினித்து 10 மி
மேலதிக வாசிப்பு நேரம்	- 10 நிமிடங்கள்
<b>Additional Reading Time</b>	<b>- 10 minutes</b>

**Use additional reading time to go through the question paper, select the questions you will answer and decide which of them you will prioritise.**

**Instructions:**

- \* *This paper consists of two parts, namely A and B.*
- \* *Part A consists of three questions while Part B consists of eight questions.*
- \* *Part A has been designed from both new and old syllabi.*
- \* *In Part B, questions 4, 5, 6, 7 have been designed on the old syllabus while questions 8, 9, 10, 11 have been designed on the new syllabus.*
- \* *Answer only five questions, selecting two questions from Part A and any three questions from Part B.*

---

## PART A

1. In order to understand and implement communication successfully, one should have an understanding of its fundamentals.
  - (i) Name **four** methods of non-verbal communication used in a religious activity. (04 Marks)
  - (ii) Briefly describe **two** advantages of using group communication in the school media circle. (08 Marks)
  - (iii) Describe **three** differences between formal communication and informal communication. (12 Marks)
  - (iv) Explain with examples **four** basic elements of the process of communication. (16 Marks)
2. The creative content of mass media increases receivers' productivity.
  - (i) Name **four** facts that should be paid attention to in using language in television media. (04 Marks)
  - (ii) Write **four** stakeholders related to the process of public relations in an institute or a society and describe **two** of them. (08 Marks)
  - (iii) Describe with examples **three** important facts in using folklore in creative communication. (12 Marks)
  - (iv) Using examples, explain **four** types of creative programmes of radio media. (16 Marks)
3. Communication media is a powerful tool in the creation of social ideology.
  - (i) Name **four** specialities of the Shannon and Weaver's model of communication. (04 Marks)
  - (ii) Describe **two** characteristics of popular culture related to mass media. (08 Marks)
  - (iii) Explain **three** tools an institution would use to establish external public relations. (12 Marks)
  - (iv) Write a newspaper article not less than 200 words, on how social media affect the benefit and evil of the society, based on **two** facts for each. (16 Marks)

### PART B

4. The knowledge that is provided by various mass media on social problems prevalent in society is important for the receiver.

- (i) Name **four** features of counter media. (04 Marks)
- (ii) State the **four** facts of the promotion-mix and describe **one** of them. (08 Marks)
- (iii) Describe **three** ways which shows the failure of domestic peace and co-existance within home. (12 Marks)
- (iv) Using **four** facts, explain how the provision of media education is important to students in the success of their learning process. (16 Marks)

5. It is required that the citizen becomes critical in order to understand how media works.

- (i) Name **four** specialities of citizen journalism. (04 Marks)
- (ii) Name **two** characteristics of media culture and describe how they are represented on television advertisements and teledramas. (08 Marks)
- (iii) "Media literacy is a must in understanding the content of mass media." Explain this statement with **three** points. (12 Marks)
- (iv) Analyse esthetic and ethical approaches to criticism using **two** points each with examples. (16 Marks)

6. (i) Name **four** traditional methods of communication that affect socialization. (04 Marks)

- (ii) Describe **two** facts that should be taken into consideration in creating a children's drama which is based on a historical story. (08 Marks)
- (iii) Describe **three** benefits of interviews as a skill of group communication in solving problems of rural development. (12 Marks)
- (iv) Explain with examples **four** facts that should be taken into consideration in using language in newspapers. (16 Marks)

7. In the implementation of development activities in a global society, attention should also be paid to cultural elements.

- (i) Name **four** characteristics of the concept of globalization. (04 Marks)
- (ii) Name **two** subcultures and describe cultural specialities of **one** of them. (08 Marks)
- (iii) Using **three** facts, explain how cultural exchange helps the development of the culture in a country. (12 Marks)
- (iv) As a development officer, you are expected to prepare the final report of a rural water project. Describe **four** things that should be included on that report. (16 Marks)

8. In media studies, knowledge about current trends of the world is a necessity.

- (i) Name **four** skills that a critical receiver should possess. (04 Marks)
- (ii) Name **two** facts included in the article 19 of the Universal Declaration of Human Rights and briefly describe **one** of them. (08 Marks)
- (iii) Name the **four** basic approaches used for media regulation in the world and describe **two** of them. (12 Marks)
- (iv) Describe the Act of Intellectual property and the Right to Information Act with reference to the following aspects.
  - (a) Introduction
  - (b) Tasks
 (16 Marks)

9. Imagine that you have to collect information for a debate held on the topic “In the fulfilment of people’s communication needs, new media and social media are/ are not powerful than mass media.”

- (i) Name the **four** special functions of mass media mentioned in “Many Voices One World” published by UNESCO. (04 Marks)
- (ii) Name **four** social media apps that can be used to create and distribute messages and briefly describe how **two** of them work. (08 Marks)
- (iii) Explain with examples **three** features that can be seen in new media. (12 Marks)
- (iv) Analyse using **four** facts how mass media and its nature of receivers have changed due to media convergence. (16 Marks)

10. Surveys can be used to measure the media literacy of the public.

- (i) Name the **two** types of surveys. (04 Marks)
- (ii) Describe briefly **four** advantages of conducting surveys. (08 Marks)
- (iii) Explain **three** ideologies that can be used in media criticism. (12 Marks)
- (iv) Using **four** facts, analyse the importance of having media literacy for a receiver. (16 Marks)

11. The principal insisted that the role of public relation officers, media officers and event managers is essential to make the inter-house sportsmeet of the school a success.

- (i) Name **four** situations when a school, as an institute, requires public relations. (04 Marks)
- (ii) Describe **two** skills that a public relation officer should use at the school sportsmeet. (08 Marks)
- (iii) Explain with examples **three** tasks that should be performed by the media officer in the publicity about the sportsmeet. (12 Marks)
- (iv) Explain the following aspects of the plan of event management of the sportsmeet.
  - (a) venue
  - (b) agenda
  - (c) deciding on invitees
  - (d) risk assessment
 (16 Marks)