

සියලුම හිමිකම් ඇවිරිණි / முழுப் பதிப்புரிமையுடையது / All Rights Reserved

ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව  
இலங்கைப் பரீட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம்  
Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka  
ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව  
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අධ්‍යයන පොදු භාෂික පත්‍ර (උසස් පෙළ) විභාගය, 2018 අගෝස්තු  
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2018 ஆகஸ்ட்  
General Certificate of Education (Adv. Level) Examination, August 2018

31.08.2018 / 08 30 - 10 30

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය I  
தொடர்பாடலும் ஊடகக் கற்கையும் I  
Communication and Media Studies I

29 E I

පැය දෙකයි  
இரண்டு மணித்தியாலம்  
Two hours

### Instructions:

- \* Answer *all* the questions.
- \* 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.
- \* In each of the questions 1 to 50, 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.

1. The exchange of the roles of the communicator and receiver has clearly been illustrated in a model of communication by  
(1) Harold D. Lesswell. (2) Schramm and Osgood. (3) Shannon and Weaver.  
(4) David K. Berlo. (5) Edward Sapier.
2. An individual who is considered to have worked against the libertarian concept is  
(1) Stuart Mill. (2) John Locke. (3) Thomas Jefferson.  
(4) Joseph Goebbels. (5) John Erskine.
3. The process that converts the communicator's thoughts into messages is  
(1) speech. (2) perception. (3) imagination. (4) transmission. (5) encoding.
4. In communication, it is important to achieve the result expected by the communicator. This is highlighted in  
(1) Schramm-Osgood model. (2) Harold D. Lasswell's definition.  
(3) David K. Berlo's model. (4) Wilber Schramm's definition.  
(5) Shannon and Weaver's model.
5. A machine-assisted interpersonal communication method is  
(1) telephone. (2) loud-speaker. (3) radio.  
(4) citizen media. (5) microphone.
6. The most important feature introduced by the mathematical model of communication is  
(1) source. (2) effect. (3) noise. (4) feedback. (5) receiver.
7. According to David K. Berlo's model of communication, the source is known as  
(1) incident. (2) occasion. (3) communicator. (4) announcer. (5) concept.
8. Mass Communication process is different from other kinds of communication due to its  
(1) industrial nature.  
(2) homogeneous receivers.  
(3) closeness between communicator and receiver.  
(4) active feedback.  
(5) discontinuity.
9. Self concept, self-esteem and self-image are closely related to  
(1) interpersonal communication. (2) intra-personal communication.  
(3) non-verbal communication. (4) stimulus-response theory.  
(5) two-step concept.

[See page two]

10. "National development is complete development that mainly consists of economic development, social development, cultural development and moral development." This idea was proposed by  
 (1) Wilbur Schramm. (2) Dudley Seers. (3) Wimal Disanayake.  
 (4) Everett M. Rogers. (5) Mahathma Gandhi.
11. The establishment of the Department of Government Information was recommended by the  
 (1) Vaithianathan commission. (2) Soulbury commission. (3) Weerasooriya commission.  
 (4) Information commission. (5) Hulugalla commission.
12. A method that is used in epistemology is  
 (1) empathy. (2) synthesis. (3) socialization. (4) centralization. (5) homogenization.
13. According to the two-step model of communication, in communicating information to the public, a crucial role is played by  
 (1) journalists. (2) gate-keepers. (3) pressure groups.  
 (4) opinion leaders. (5) media owners.
14. The most crucial factor related to providing an objective and an analytical account of an incident through mass media is  
 (1) reporting. (2) gate-keeping. (3) ownership.  
 (4) criticism. (5) editing.
15. Choose the **incorrect** statement.  
 (1) In election campaigns, the public agenda is prepared by mass media.  
 (2) To understand empathy, better it should be compared with sympathy.  
 (3) Verbal-communication consists of features of non-verbal communication.  
 (4) Mass media correctly depict the social reality.  
 (5) There is no logical relationship between sound and meaning in a language.
16. What is least likely to be included in the regulations of mass media is the  
 (1) establishment of ethical codes. (2) process of registration.  
 (3) appointment of a competent authority. (4) preparation of acts and regulations.  
 (5) self-censorship.
17. A characteristic that is least visible in modern mass media is  
 (1) the use of folk language. (2) presence of organization.  
 (3) being more persuasive. (4) the use of stimulation.  
 (5) recognition of individual differences.
18. An activity **not** associated with creative communication is  
 (1) data analysis. (2) bringing joyfulness.  
 (3) bringing about socialization. (4) creating wisdom.  
 (5) transmission of ideologies.
19. What is **not** considered to be a characteristic of inter-personal communication is  
 (1) inclusion of verbal and non-verbal features.  
 (2) inclusion of self-generated features.  
 (3) exclusion of the feature of growth.  
 (4) inclusion of the process of persuasion.  
 (5) being related to empathy.
20. Select the **incorrect** statement.  
 (1) Photographs and graphic designs belong to visual arts.  
 (2) A special skill is needed to appreciate graphic designs.  
 (3) The same creative theory applies to both art and graphic.  
 (4) Trained-skills are needed for photographic and graphic creations.  
 (5) Electronic technology is associated with art, photography and graphic designs.

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21. A critic who had seen Indian and Bangladesh films reviewed them using the media criticism approaches named, 'comparison and analysis.' Choose the statement that matches those two approaches.

- (1) Assessment of the concepts, techniques and the content of films.
- (2) Showing the moralistic use of the creation.
- (3) Description of the background, the time period and the personal characters of the films.
- (4) Analysis of society and social relationships.
- (5) Criticism of films so as to get the viewers attracted to them.

22. Consider the following statements.

- A - Smart phone can be considered as a tool of machine-assisted group communication.  
 B - Mobile phone can be considered as the commonly used communication tool in the process of citizen media reporting.  
 C - The association of the telephone and computer with the mass media technology is a major landmark in media convergence.

Select the correct answer about the above statements.

- (1) Only A is true.
- (2) Only A and B are true.
- (3) Only B and C are true.
- (4) All A, B and C are true.
- (5) All A, B and C are false.

23. Critics point out that the study of folklore is important for all artists. This is because

- (1) mass consciousness can be recognized through folklore.
- (2) folklore is a primary source.
- (3) folklore is creative.
- (4) plots can be found in folklore.
- (5) folklore includes folk language.

24. What happened in the local farming culture due to the paddy harvesting machine that emerged as an alternative to manual harvesting can be described as

- (1) para-culturization.
- (2) cultural acceleration.
- (3) cultural shock.
- (4) cultural diffusion.
- (5) cultural lag.

25. Social media is censored in a country with the purpose of maintaining public harmony because messages in that media

- (1) spread fast among the receivers.
- (2) are highly credible.
- (3) analytical information is presented.
- (4) image and sound components are minimally used.
- (5) information is presented only based on official sources.

26. Points that emerged in a classroom discussion on print media are as follows.

- Nimal : Language is the main tool of print media.  
 Kamal : Images, colours and paintings can also be added to it.  
 Amal : Print media has different forms such as books, magazines and newspapers.  
 Ramal : Comparatively, print media is a powerful and active medium.  
 Wimal : Print media mostly use a common language.

Correct statements on print media have been presented by

- (1) Nimal, Kamal, Amal and Ramal.
- (2) Kamal, Amal, Ramal and Wimal.
- (3) Nimal, Kamal, Amal and Wimal.
- (4) Nimal, Kamal, Ramal and Wimal.
- (5) all Nimal, Kamal, Amal, Ramal and Wimal.

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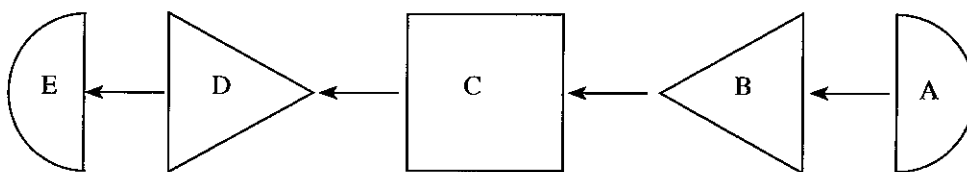
27. According to neo liberalism, a factor that does **not** encourage the spread of globalisation is
- (1) para national cooperation.
  - (2) the expansion of the market.
  - (3) free trade.
  - (4) strengthening of nation states.
  - (5) freeing the economy from the state.
28. What is meant by 'audience-centred messaging' is
- (1) the creation of the necessary background to present messages to the receiver (audience).
  - (2) the creation of messages to suit the receiver.
  - (3) inquiring about the messages once they are presented to the audience.
  - (4) disregarding the communicator's identity in messaging.
  - (5) preparation of messages without considering the social and cultural backgrounds of the audience.
29. A news website had published personal data of customers who had deposited money in Janatha Bank. As it tarnished the image of the bank, a media briefing was called to explain the situation. In such a situation, bank officials must pay most attention to
- (1) organizing a good treat for the journalists attending.
  - (2) giving journalists a valuable gift as a souvenir.
  - (3) giving journalists the previous annual reports of the bank.
  - (4) describing the community services conducted by the bank.
  - (5) preparing answers for questions likely to be asked.
30. The most appropriate statement regarding alternative media is that it
- (1) is closely connected to popular culture.
  - (2) competes with the main-stream media.
  - (3) reaches a major fraction in society.
  - (4) gives priority to ideological stand points.
  - (5) makes use of a high media technology.
31. In contemporary popular culture, a characteristic that television media mostly displays is the
- (1) attractiveness of cultural items.
  - (2) value of simplicity.
  - (3) glamour of consumerism.
  - (4) meaninglessness of being materialistic.
  - (5) greatness of values.
32. Select the statement that indicates the situation which does **not** match with public relations.
- (1) A company publishes a notice about the prices of goods and services.
  - (2) An institute publishes its annual reports.
  - (3) A school publishes a monthly newsletter.
  - (4) A university organizes its 50th anniversary exhibition.
  - (5) A politician donating sports goods to sports societies.
33. Following statements are presented by some students at a discussion in a classroom.
- Nimal : Advertisements are a propaganda with a commercial objective.  
 Wimal : Advertisements intended for public service can also be seen.  
 Kamal : Political advertisements have an influence on people.  
 Amal : Comparatively, society benefits from advertisements.
- Statements relevant to media advertising are presented by
- (1) Nimal and Wimal.
  - (2) Nimal and Kamal.
  - (3) Nimal, Wimal and Kamal.
  - (4) Wimal, Kamal and Amal.
  - (5) all Nimal, Wimal, Kamal and Amal.

34. The most decisive factors of print media are the language and readers. Considering this, choose the most appropriate statement.

- (1) In newspaper reporting, the journalist's language identity is not apparent.
- (2) In appreciating a book of poetry and a page of poetry in a newspaper, the reader maintains the same level of concentration.
- (3) Photographs, paintings and cartoons do not belong to the language of print media.
- (4) A novel and a story published in a newspaper in parts share the same characteristics.
- (5) The use of a common language is appropriate for books and magazines.

• Use the following diagram to answer questions from 35 to 38.

\* Imagine that what is given below is Harold de Lesswell's model of communication.



35. When one item is removed from those included in Lasswell's model of communication, it appears similar to the items included in the Berlo's model of communication. The item that should be removed from the above model to make them similar is

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

36. Berlo's communication model introduces five characteristics associated with its each item. After the item related to the answer for 35 is removed, if the rest of the four matches Berlo's model of communication, the two items that bear similar characteristics are

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

37. If feedback is included in the above model, the message flows from

- (1) B to A.              (2) A to D.              (3) D to A.              (4) E to A.              (5) A to E.

38. When the above model is applied in a context of mass communication, the item that the newspaper is related to

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

39. Read the following statements carefully.

A - Judging one's mental state deeply, but not superficially.

B - Being sensitive to others' emotions by identifying him/herself with the other party.

C - Understanding others' happiness and sorrow to live a better social life.

These states are mostly related to

- (1) perception.                      (2) intra-personnel communication
- (3) social harmony.                      (4) empathy.
- (5) polarization.

40. Select the **inappropriate** statement regarding the free-market system and media culture.

- (1) Sometimes traditional culture is taken into consideration in the market system.
- (2) Experts' research is regularly utilized to create media culture.
- (3) Except in limited occasions, media culture cannot be free from the business authority.
- (4) Most of the time, media culture hides its commercial interests.
- (5) The media culture creates the background required for the market system.

41. Given below are some statements made by students at a discussion on self-concept.

- Ruwan : Self-concept is how a person makes himself/herself appear to others.  
 Ram : It cannot be measured.  
 Rahim : It is inborn.  
 Roger : It can change over a period of time.

The correct statements about self-concept are made by

- (1) Rahim and Ram not Ruwan and Roger.
- (2) Ruwan and Rahim not Ram and Roger.
- (3) Ruwan and Roger not Ram and Rahim.
- (4) Ram and Roger not Ruwan and Rahim.
- (5) all Ruwan, Ram, Rahim and Roger.

42. In the context of Globalization, a feature that is **not** a characteristic of mass media is

- (1) the same message being transmitted to an audience with diversity.
- (2) the existence of a comparatively inactive group of consumers.
- (3) priority given to personal identity than to common identities.
- (4) making people to accept the existing social pattern as natural.
- (5) the existence of a trend to make the powerless silent.

43. Experts in conflict resolution describe conflicts as a blessing because

- (1) conflicts make a society live.
- (2) conflicts generate news for a society.
- (3) conflicts are needed for social transformation.
- (4) conflicts bring benefits to certain parties.
- (5) the emergence of conflicts makes the governance of a society easy.

44. A few days after the screening of a film, discussions arose about it in resting areas and canteens, and this influenced the popularity of the film. Accordingly, what mostly led to its increase in popularity is

- (1) interpersonal communication.
- (2) verbal communication.
- (3) popular culture.
- (4) informal communication.
- (5) mass communication.

45. One problem that contemporary media culture faces is the non-development of media literacy and media skills in parallel to the rapid development of media physical culture and technology. In cultural studies, this is known as

- (1) cultural deterioration.      (2) cultural diffusion.
- (3) cultural acceleration.      (4) cultural lag.
- (5) cultural diversity.

46. As relevant parties do not do anything regarding deterioration of the media culture, spokesman of the government stated that a new bill will be introduced to prevent this situation. What operates here is

- (1) the social democratization communication concept.
- (2) the social responsibility communication concept.
- (3) the Libertarian communication concept.
- (4) the Soviet communist communication concept.
- (5) the authoritarian communication concept.

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(5) Media ownership and the control operates with the participation of the state and the private sector.

D - It exchanges important elements.

(5) B, C and D.

(5) objectives, strategies, resources and time frame.

D - Creation and appreciation of messages is an element of media literacy.

(5) A and B are false, but C and D are true.

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අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2018 අගෝස්තු  
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரීட்சை, 2018 ஓகஸ்ட்  
 General Certificate of Education (Adv. Level) Examination, August 2018

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தொடர்பாடலும் ஊடகக் கற்கையும் II

Communication and Media Studies II

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மூன்று மணித்தியாலம்

Three hours

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மேலதிக வாசிப்பு நேரம் - 10 நிமிடங்கள்

Additional Reading Time - 10 minutes

Use additional reading time to go through the question paper, select the questions and decide on the questions that you give priority in answering.

**Instructions:**

\* Answer five questions only. Each question carries 20 marks.

- The process of communication is something that is regulated.
  - Name **two informal** chains of communication used in the society.
  - Briefly describe **two** new media strategies that can be used in interpersonal communication.
  - State **four** basic characteristics of mass communication and write notes on **two** of them.
  - Describe **four** characteristics of non-verbal communication.
- Man has been able to see the world uniquely and create new developmental projects due to his creative thinking.
  - State **two** points related to 'creative reading', that are considered when analysing mass media messages.
  - State **four** points to show how folk-songs are important in people's life and briefly describe **one** of them.
  - Describe with examples, **four** points generally included in the final report of a creative development project.
  - Write an essay of not less than 200 words on how mass media can be used as a learning tool in the following instances.
    - language learning (100 words)
    - socialization (100 words)
- State **four** characteristics of media culture.
  - Using examples and referring to the **two** main categories of noise, describe the damage that the message is subject to in the process of mass communication.
  - State **four** reasons to indicate why the editorial of a newspaper is important and describe briefly **two** of them.
  - Name **four** western scholars who have expressed different views on development communication and describe **two** points each presented by two of them regarding development.
- State **two** important characteristics of digital printing.
  - Briefly describe **two** points that show the imbalance of cultural circulation of global media.
  - State **four** ways in which photography can be used in public relations and explain **two** of them.
  - Describe with examples **four** ways in which censorship is applied in the process of contemporary mass media.

[See page two]



5. (i) "Culture is an amalgamation of many elements." In keeping with the anthropologist Malinowski's interpretation, name **four** basic elements of a culture.
- (ii) "Changes that happen in a culture can result in a cultural shock." Briefly describe **two** reasons that can lead to cultural shock.
- (iii) "Domestic peace and harmony are highly valued in the local culture." Describe **three** communication problems that can be seen in a family without domestic peace and harmony.
- (iv) "There can be a close relationship between the main stream culture and main stream media" Explain in detail **four** characteristics of alternative media that work against the above situation.
6. Language is a great tool invented by man.
- (i) Name the term used to refer to the ability of creating mental pictures using language.
- (ii) "In identifying a living language, it has its own characteristics" Describe briefly **four** such characteristics.
- (iii) There are limitations that can be seen in the use of language in mass media. Briefly describe **three** limitations each associated with newspapers and radio.
- (iv) Describe with examples **four** language trends that can be seen when using new media.
7. (i) State the **four** points that Dudley Seers highlighted in defining 'development'.
- (ii) Using **two** points, describe the appropriateness of using traditional media in development communication.
- (iii) Using **three** points, describe how cinema medium is different from television medium.
- (iv) Media criticism is important for both the creator and the receiver. Explain separately **two** points that are important for the creator and **two** points that are important for the receiver in relation to criticism.

\* \* \*

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