

Department of Examinations, Sri Lanka

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ஸ்நீகிலீட்டுக் கலை மற்றும் தொடர்பாட்டுலும், ஊடகக் கற்கையும் **Communication and Media Studies**

29 E I

பூர் எடுக்கும்
இரண்டு மணித்தியாலும்
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. "Society is a network of relations maintained by Communication." This idea was introduced by
(1) Wilber Schramm. (2) Edward Sapier. (3) Harold D. Lesswell.
(4) Charles Osgood. (5) Charles Coolie.

2. The key factor required for the continuation of communication process is
(1) sender. (2) receiver. (3) effect. (4) message. (5) channel.

3. A weakness in the language used in the radio newscast is
(1) irony. (2) clarity. (3) briefness.
(4) simplicity. (5) creativity.

4. The media device that has the least capacity in citizen media is
(1) mobile phone. (2) electronic-mail (E-mail). (3) Blogs.
(4) Skype. (5) websites.

5. The source that has effective capability to convey a certain advice, opinion or idea very briefly is
(1) Jātaka Kathā. (2) folk songs. (3) proverbs. (4) riddle. (5) folk poems.

6. The most historic and latest information regarding the origin of printing (technology) comes from
(1) England and Germany. (2) Greece and Rome. (3) India and America.
(4) China and Germany. (5) Egypt and Germany.

7. A basic factor used for the classification of communication is
(1) situation. (2) individual behaviour. (3) number of the participants.
(4) channel. (5) communication skill.

8. A feature that is **not** included in a development message is
(1) inclusion of a definite development message.
(2) nature of social marketing message.
(3) a commercial purpose.
(4) a selected target.
(5) a definite target receiver group.

9. There exist many gate-keepers in the process of mass media. What is basically performed by them is
(1) control of message circulation.
(2) causing a harmful effect.
(3) presenting information authentically.
(4) performing at the disposal of rulers.
(5) gaining financial profits.

10. The media that contributed immensely to the spread of popular culture as a social experience (proliferation) in the Sri Lankan society is
 (1) cinema. (2) radio. (3) television. (4) newspaper. (5) stage drama.

11. Mass media of a country contributes to the preparation of the National Agenda in the country's development process. What is conveyed by this is
 (1) arrangement of projects according to priority.
 (2) identification of weakness in the development process.
 (3) making an attitudinal change in people.
 (4) criticizing the development process.
 (5) preparing the public for development.

12. The list only contain the community radio services under the Mahaweli Project is
 (1) Girandurukotte, Mahailluppallama and Kotmale.
 (2) Mahaveli, Uva and Ruhuna.
 (3) Girandurukotte, Rajarate and Kotmale.
 (4) Mahaweli, Pulatisirawaya and Rajarata.
 (5) Mahailluppallama, Uva and Rajarata.

13. Concerning the mass media concept, the Intellectual Property Act and the Sri Lanka Press Council Act are relevant to
 (1) authoritarian concept. (2) libertarian concept. (3) democratic concept.
 (4) developmental concept. (5) social responsibility concept.

14. When Vijaya left home in the morning for his first job interview, on the way he saw a beggar in rags approaching towards him. He felt that his interview would be unsuccessful,
 (1) religious feelings. (2) reading superstitions stories.
 (3) adventurous feelings. (4) folk beliefs.
 (5) reading folklores.

15. Select the statement that is **not** relevant to mass media.
 (1) Ownership of media leads to media monopoly.
 (2) Messages are always disseminated from top to bottom.
 (3) Election politics still occupies a prominent place in news bulletin.
 (4) Global information village is a byproduct of mass media.
 (5) An active participation of receivers can be seen.

16. Disclosure of information through a media conference in a crisis situation is a public relation strategy. This is important from the media person's point of view because of
 (1) existence abundance information. (2) possibility of questioning information obtained.
 (3) face to face meeting of the authority. (4) completing in a short period.
 (5) disseminating information appropriate to all the media.

17. Time and space for development messages in mass media comes because of
 (1) politicized mass media.
 (2) acceptance of public service concept.
 (3) involvement of the new technology with mass media.
 (4) commercialization of mass media.
 (5) westernisation of information distribution.

18. Some views on media culture that were discussed over a radio programme are given below.
 A - It was based on the western culture.
 B - It was incorporated with media technology.
 C - It was arranged according to the social dynamics.
 D - It was a planned process than a natural process.
 Which of the above is true?
 (1) A and B only. (2) A and C only. (3) A, B and C only.
 (4) B, C and D only. (5) A, B, C, D and all.

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19. An entrepreneur-centred organization in a society is
 (1) trade union. (2) funeral aids society. (3) local council.
 (4) rural credit society. (5) women welfare society.

20. The room for dissent in a group **does not** exist because of
 (1) the persons of liberal views. (2) the controlled persons.
 (3) the persons of different views. (4) the existence of democratic views.
 (5) the discussion of views in a positive way.

21. Ideas and feelings can be communicated among people only when there is a
 (1) representation of cultural features. (2) representation through symbols.
 (3) representation of ethical characteristics. (4) representation of empathy
 (5) constant usage.

22. Different measures to obtain people's complaints regarding power failure had been arranged. One that has the **least** importance among them is
 (1) obtaining by post.
 (2) receiving by e-mail.
 (3) directing to call on a emergency telephone number.
 (4) directing to call on a emergency toll free number.
 (5) receiving a SMS.

23. Consider the following statements.
 A - Understanding a message beyond its surface meaning.
 B - Being in contact with individuals experiences.
 C - Improvement of media literacy.
 D - Enhancement of entertainment.
 Out of the above, the most appropriate statements in relevant to the term creative reading in mass media is,
 (1) A and B only. (2) B and C only. (3) A, B and C only.
 (4) A, C and D only. (5) B, C and D only.

24. Select the **incorrect** statement.
 (1) Opinion leaders and followers are involved in the two-step concept.
 (2) Group communication is determined only on the number of receivers.
 (3) Transmission of a message to receivers depends on the role of gate keeper.
 (4) Acting is considered to be an individual-centred event.
 (5) Modern social needs are represented by media culture.

25. The idea that messages put forward by mass media are mediated by opinion leaders is explained by
 (1) gate-keeper concept. (2) two-step concept. (3) social responsibility theory.
 (4) Galtung's conflict theory. (5) Maslow's needs theory.

26. The editorial policies in a certain newspaper are listed as follows.
 A - Refrain from displaying photos of dead bodies.
 B - Non-display of advertisements on alcoholic drinks in daily newspapers.
 C - Not allowing advertorials to be displayed.
 D - Refusal of news on gambling.
 What is the most appropriate term to define the above policies?
 (1) censorship. (2) self-regulation. (3) legal barriers.
 (4) consumer's protection. (5) freedom of expression

27. Folk tales coming through oral tradition are significant as a communication methodology because they are
 (1) a creative communication usage. (2) a communication source.
 (3) an inter-personal communication usage. (4) oral communication usage.
 (5) indigenous communication pattern.

28. The socialization obtained through holding the posts such as class monitor, prefect and president and secretary of different societies and associations in extra curricular activities at school is significant as a
 (1) characterization. (2) role playing.
 (3) personalization. (4) identification.
 (5) imitation.

29. One that is not an intra-personal communication skill among the following behaviours is
 (1) imagination. (2) day-dreaming. (3) recall.
 (4) retrospect. (5) keeping records.

30. The most suitable conflict management manner for the successful resolution of a conflict that has arisen is
 (1) collective action. (2) competition. (3) avoidance.
 (4) allowing it to happen. (5) conventional agreement.

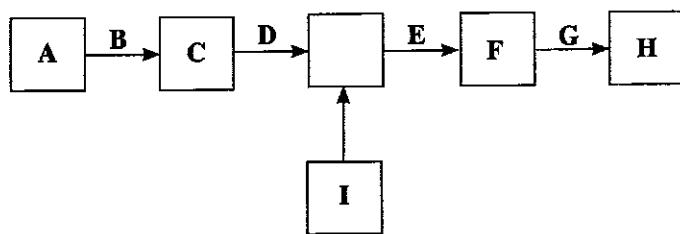
31. A feature that can be seen in mass media receivership is that receiver
 (1) is involved only in message. (2) is a group gathered for a single purpose.
 (3) is well organized. (4) maintains a close relationship with senders.
 (5) can be clearly counted.

32. Vishva who was watching the news on TV at night could not get a complete awareness of the existing flood situation in the country because the pictures on floods were not clear. According to communication theory, this is known as
 (1) the technical failure on TV. (2) a problem in the surrounding.
 (3) a media noise. (4) a faulty antenna terminal.
 (5) an individual differences theory.

33. The main feature of a children's film should be
 (1) a representation of children's world.
 (2) using talented children more.
 (3) a simple plot.
 (4) an representation/employment of veteran actors and actresses.
 (5) an utmost entertainment.

34. A discussion on the importance of the traditional media arose in a class room as follows.
 Nayani - Common people have a belief in them.
 Jayani - The signals as symbols used in them are familiar.
 Vipuli - What they represent is not the ideas of the elite people.
 Ruwani - But there is no active audience participation.
 In the above statements, the correct ideas are forwarded by
 (1) Nayani and Ruwani. (2) Nayani and Jayani. (3) Nayani, Jayani and Ruwani.
 (4) Nayani, Jayani and Vipuli. (5) Nayani, Jayani, Vipuli, Ruwani and all.

- Answer the questions from 35 to 38 according to the following model.



35. A model similar to the above pattern was introduced by
 (1) Wilber Schramm. (2) David K. Berlo. (3) Shannon and Weaver.
 (4) Charles Osgood. (5) Harold D. Lasswell.

36. According to the facts shown in the above model, it is
 (1) a circular model. (2) a functional process model. (3) a two-way model.
 (4) a one-way process model. (5) a structural model.

37. 'G' in the above model fails because of
 (1) the influence of A. (2) the influence of C. (3) the influence of E.
 (4) the influence of F. (5) the influence of I.

38. According to the above model, 'H' stands for
 (1) Sender. (2) Message. (3) Receiver. (4) Channel. (5) Destination.

39. The basic and the key objective of media is
 (1) communication of all the events to audience.
 (2) propagation of the ideology of the ruling class.
 (3) satisfying the social needs through objective information.
 (4) establishment of social citizen values in social consciousness.
 (5) Empowering audience with the resolution of current issues.

40. Some features that can be seen in the general communication between two persons at their first meeting are mentioned below.
 A - Sharing general information.
 B - Exchange of ideas with open and absolute confidence.
 C - Smile with each other and nodding.
 D - Exchange of personal information.
 According to the above statements, the sequential order of the occasions in the particular communication process from the beginning is
 (1) A, C, D and B. (2) B, C, D and A. (3) C, A, D and B.
 (4) C, D, B and A. (5) D, B, A and C.

41. The following are some factors that are considered in various approaches in media criticism.
 A - Viewing the incident in a new perspective.
 B - Enhancing the audience consciousness.
 C - Investigating recreation features.
 D - Motivation.
 Out of them, those agree most appropriately with the historic approaches are
 (1) A, B and C. (2) A, B and D. (3) A, C and D.
 (4) B, C and D. (5) A, B, C, D and all.

42. A trend that does **not** make use of rural media as a communication method is
 (1) flexibility. (2) minimum cost. (3) closeness to mass consciousness.
 (4) wide expansion. (5) ability to feedback.

43. The role of the mediator in a conflict is
 (1) conducting discussions separately. (2) performing partiality.
 (3) not listening to grievances. (4) direct involvement in the conflict.
 (5) not giving opportunity to conflict of views.

44. A development communication project report is important to future projects because
 (1) it contains details of aims and objectives.
 (2) it mentions details of sponsorship.
 (3) it includes the arisen problems and shortcomings.
 (4) it provides details of the project group.
 (5) it is in printed book form.

45. The main reason that can be identified for the patronage of leading religious institutes by many persons who are interested in political power is the
 (1) acceptance that religious guidance is necessary for governance.
 (2) belief that invisible powers have influence on political powers.
 (3) spiritual leadership is one of the key factors in the structure of political power.
 (4) attitude that one's demonstration of spiritual tendency is a strategy of attracting people.
 (5) holy properties and religious leadership function as a factor of power hubs.

46. A schedule of dates for the vaccination of newborn infants was made by the Medical Officer of Health (MOH). What is the most appropriate communication mode/method that can be used for notifying the news of the above dates to relevant mothers?
 (1) Television (2) Newspaper (3) E-mail
 (4) SMS (5) Public announcement system

47. Imagine that you are Public Relation Officer. The following are some situations in which your service is required.

- To give the common people a detailed explanation of a new proposed project to be newly launched by the government.
- To introduce a young social activist who is interested in contesting in the Provincial Council election scheduled to be held after three years.
- To make people aware of power cut in the weekend due to a repair in an electrical line.

The sequential order of the activities appropriate to the above situations is

- (1) press release, press conference, image building.
- (2) press conference, press release, image building.
- (3) press conference, image building, press release.
- (4) press release, image building, press conference.
- (5) image building, press conference, press release.

48. The purpose of using the Abacus by a Maths teacher as a teaching aid to introduce mathematical concepts to primary students in a class is

- (1) to expand the ability to proving concepts.
- (2) to develop the imagination ability.
- (3) to remove the barriers to perceive abstract concept.
- (4) to use as a improvement in learning process.
- (5) to help the easy retention of concepts.

49. A certain speaker emphasized that new media had dominated our life at home. One that is most relevant to the above statement is that

- (1) violence would increase because of the new media usage.
- (2) the cost of the use of new media has become low.
- (3) such a thing happens because the new media literacy is high.
- (4) the power of the new media technology is rapidly increasing.
- (5) individual has become isolated because of the increase of the new media usage.

50. In terms of defining the aims and the role of media, two well-known approaches in media theory and usage are

- (1) community based and entrepreneur based approach.
- (2) information and influence approach.
- (3) social and individual approach.
- (4) entertainment and news approach.
- (5) commercialized and public service approach.

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கன்னிலீடுகால கா மாதிரி அடிவரைகால	III
தொடர்பாடலும், ஊடகக் கற்கையும்	III
Communication and Media Studies	III

29 E II

ஷாய் குக்கி
முன்று மணித்தியாலும்
Three hours

Instructions:

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

1. The teacher who delivered the didactic speech at the school Literary Association remarked that oratory skill contributes to brighten various contexts in one's life.
 - (i) Name **four** qualities of an effective orator.
 - (ii) Name **four** types of acting-based folklore and describe briefly **one** of them.
 - (iii) Name **four** factors that weaken listening competency and describe **two** of them.
 - (iv) Describe, with examples, **four** characteristics of informal communication.
2. (i) State the Wilbur Schramm's definition on communication.
 - (ii) (a) Name **four** institutions that influence socialization.
 - (b) Describe briefly how television media influence children's socialization.
 - (iii) Explain, with examples, **three** methods of new media that can be used for maintaining public relation in an institute.
 - (iv) Write an article for a newspaper based upon **four** points associated with globalization concept using **not less than 250 words**.
3. In certain countries, the manuscripts of a book should be approved by the government authority before its printing.
 - (i) Name **two** communication concepts related to the above situation.
 - (ii) Explain **two** changes that occur in messages because of the role of gate-keepers in mass media.
 - (iii) Name **four** strategies currently used by the contemporary mass media to attract the receivers and explain **two** of them with examples.
 - (iv) Describe how the **two** main communication noises appear in newspaper media, with **two** examples for each.
4. Various forms of conflicts arise abundantly in the current society. Many observers are of the opinion that conflicts are the nature of the existence of human society and no human society can exist without conflicts.
 - (i) Draw Johan Galtung's model on conflicts and name them.
 - (ii) Introduce in brief, 'depression' and name **four** intra-personal communication characteristics associated with it.
 - (iii) Name **six** communication usages that can be applied for getting rid of stress and describe **one** of them.
 - (iv) Describe **four** skills that the receiver should possess for avoiding media violence.

5. (i) Name **four** benefits that the customer receive through the television commercial advertisements.
(ii) Mention **six** non-verbal communication methods that can be seen in a marriage ceremony and describe briefly **one** of them.
(iii) Name **four** challenges faced by the conventional languages due to the language usage in new media and explain **two** of them.
(iv) State **four** factors that should be considered in determining the strategies for presenting a message creatively and explain **two** of them with examples.
6. (i) State **four** points about the harmful impact of electronic media on domestic culture.
(ii) State **six** points on the importance of media education and describe **one** of them in brief.
(iii) Explain the function of media market with reference to **three** factors.
(iv) Write an essay based on **four** features that specify cinema media from other media.
7. An exchange of words took place between two groups of people on a controversial point at an award ceremony for media. Many people remarked that politeness should be maintained in such a situation.
(i) Name **four** characteristics of a non-conventional language usage.
(ii) Mention **six** social changes caused by media culture and describe **one** of them in brief.
(iii) Explain, in relation to **three** factors, how politeness is significant in communication.
(iv) Name **four** qualities of the media critic and explain **two** of them in detail.

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