

நல/பூர்வி திருட்டை - புதிய/பழைய பாடத்திட்டம் - New/Old Syllabus

NEW/OLD Department of Examinations, Sri Lanka

අධ්‍යයන පොදු සහතික පත්‍ර (රුස්ස පෙළ) විභාගය, 2021(2022) කළමනීය පොතුතු තාරාතමුප පත්තිර (හූය් තා)ප පරිශ්‍රා, 2021(2022) General Certificate of Education (Adv. Level) Examination, 2021(2022)

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය ජ්‍යෙෂ්ඨ පාඨම්පත් නිශ්චල ප්‍රාග්ධනය **Communication and Media Studies**

III

29

E

ஆரை எடுக்கி
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. Who among the following indicated the importance of 'influence' in the communication process?
(1) Wilbur Schramm (2) Schramm and Osgood
(3) Edward Sapier (4) Shannon and Weaver
(5) Harold Laswell
2. Understanding the codes in a message by interpreting is
(1) decoding. (2) encoding. (3) translating. (4) reporting. (5) feedback.
3. The relationship between media messages and the opinion leaders is explained by
(1) the field of experience. (2) socialization.
(3) gatekeeping concept. (4) two step concept.
(5) stimulus response theory.
4. What is true of mass media audience?
(1) Receiver's role is active.
(2) Gives direct feedback.
(3) Literacy remains at an equal level.
(4) Its a heterogeneous group.
(5) There is no broad field of enjoyment.
5. The main stream mass media that establishes false consumer needs is
(1) radio. (2) cinema. (3) television. (4) Internet. (5) social media.
6. What is the name of the sociologist who introduced the development concept of "diffusion of innovations"?
(1) Wilbur Schramm (2) Dudley Seers
(3) Mahatma Gandhi (4) Wimal Dissanayake
(5) Everett M. Rogers
7. Which is the country that has been categorized as a second world country according to development?
(1) Canada (2) Australia (3) New Zealand (4) Soviet Russia (5) United Kingdom

8. Which among the following media use visual semiotics powerfully and creatively?
 (1) Television (2) Poster (3) Cinema (4) Photograph (5) Painting

9. What is the correct statement on non-verbal communication?
 (1) Happens only through body language
 (2) Uses only sign language
 (3) It is not used in writing
 (4) Meaning of body language can differ from country to country
 (5) The sound of drums, sirens etc are not included

10. Symbols
 (1) are relevant to dance.
 (2) transcend verbal communication.
 (3) are representative of some other thing.
 (4) are used to communicate religious ideas.
 (5) represent images and not sound.

11. Select the **incorrect** statement regarding interpersonal communication.
 (1) It can be performed face to face
 (2) Can not use technology always
 (3) Can be strengthened through non verbal communication
 (4) Can not take place in group communication
 (5) Can be used to communicate emotions more effectively

12. An official notice for employee awareness was displayed on the notice board by the head of the organization. What are the communication forms used in this context?
 (1) formal, written and visual
 (2) formal, non-verbal and written
 (3) non-verbal, visual and informal
 (4) written, visual and informal
 (5) visual, non-verbal and formal

13. 'Tell the farmers what you have to say clearly. Then they will understand'. Who among the following developed a communication definition compatible to the idea expressed here?
 (1) Charles Coolie (2) Wilbur Schramm
 (3) Edward Sapir (4) Claude Shannon
 (5) Harold Lasswell

14. The students wanted to collect money to beautify the school. Therefore they discussed about designing a sticker for that. Which of the following communication type describe this scenario?
 (1) verbal communication
 (2) group communication
 (3) inter-personal communication
 (4) oral communication
 (5) creative communication

15. What is the **least** important function of mass communication?
 (1) Develops diverse ideologies
 (2) Socialization
 (3) Adheres to audience needs
 (4) Transmits social heritage
 (5) Persuades for social development

16. Choose the **incorrect** statement.
 Public relations is often
 (1) a bilateral process. (2) marketing process.
 (3) management process. (4) its different from propaganda.
 (5) expects long term results.

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17. In the process of mass media, acting without the guidance of an external party is
 (1) accountability. (2) responsibility.
 (3) evaluation. (4) ethics.
 (5) regulation.

18. Choose the correct statement.

(1) Group communication occurs only between two parties
 (2) Inter-personal communication can be one way
 (3) Intrapersonal communication excludes perception
 (4) Group communication only depends on the number of receivers.
 (5) Inter-personal communication takes place only between two parties.

● Use the following information for questions 19 - 21

Three communication models are given below.

A – Harold Lasswell model
 B – Shannon and Weaver model
 C – Schramm and Osgood model

19. The choice that pays attention to encoding and decoding, but does not show a linear process is
 (1) A only. (2) A and B only. (3) B only.

(4) B and C only. (5) C only.

20. "You have put on a lot during this short period, Waruni. I couldn't recognize you without my glasses." The most suitable choice to explain this statement according to communication elements is

(1) A only. (2) A and B only. (3) B only.
 (4) B and C only. (5) All A, B and C.

21. "Seetha analysed both the pros and cons of the situation deeply. She arrived at this decision after careful evaluation of the facts...".

This can be described using

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

22. The basic understanding of the functions of mass media relates to

(1) surveillance. (2) socialization.
 (3) critical thinking. (4) media culture.
 (5) media literacy.

23. Consider the following features of folk media. It

A- is usually verbal
 B- has a definite identity
 C- has only one form
 D- is specialized to different regions

The correct statements are

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

24. Select the option which includes the tools and methods suitable for Institutional external public relations.

(1) exhibitions, photographs, sponsorships, direct dial numbers
 (2) publications, mobile exhibitions, newsletter, notice board
 (3) welfare societies, photographs, exhibitions, direct dial numbers
 (4) newsletter, notice board, gift giving, media briefings
 (5) organising events, welfare societies, photographs, sponsorships

25. What is the statement that is **irrelevant** to media convergence?

- (1) Centralization of several media
- (2) Grow in a digital space
- (3) Contraction of citizen media opportunities
- (4) Creation of a broader space for message distribution
- (5) Promotion of mass media through the expansion of the Internet

PART B

26. The media's role of analysing and presenting various information to an audience is called as

- (1) persuasion. (2) interpretation. (3) surveillance.
- (4) correlation. (5) socialization.

27. A technique used in knowledge exploration is

- (1) empathy. (2) centralisation. (3) coding.
- (4) acculturation. (5) experiment.

28. What is the **incorrect** statement on Neo Liberalism?

- (1) It is a result of globalization.
- (2) It is operated through media.
- (3) It leads to a nationalized economy.
- (4) It popularizes western authority.
- (5) It is controlled by business authority.

29. There was an advertisement on television where a young man says he 'does not want food without a particular brand of a soft drink'. The cultural factor this advertisement signifies is

- (1) cultural lag.
- (2) cultural shock.
- (3) cultural exchange.
- (4) popular culture.
- (5) cultural diffusion.

30. Piyal expressed some views on language acquisition in the classroom

A - The ability to use the language

B - It has a biological basis

C - It contains a socio cultural basis

D - It is determined by birth

The true statements among these are

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

31. The main feature to assess the creativity of a message is its

- (1) performing quality. (2) ability to conceptualise.
- (3) originality. (4) ability to harmonize.
- (5) subjectivity.

32. "Me and my younger sister can never understand what my brother and his friends talk about.

We understand the words, but the meaning is the problem" The reason for this child's dilemma is

- (1) sub-culture. (2) socialization.
- (3) counter culture. (4) field of experience.
- (5) cultural acculturation.

33. Consider the following statements

A - Performs the role of the people one associates with

B - Assumes the characteristics of role models

C - Associates someone closely and takes on all the personal traits of that person

According to the above statements, choose the option that includes socialization patterns in the correct order.

- (1) Role play, Imitation, Identification
- (2) Role play, Identification, Imitation
- (3) Identification, Imitation, Role play
- (4) Identification, Role play, Imitation
- (5) Imitation, Role play, Identification

34. Choose the **wrong** statement on self concept.

- (1) Depends on the physical stature.
- (2) Can be developed.
- (3) It's not an inborn feature.
- (4) The way one is recognized by others.
- (5) Allows one to develop a unique identity within the society.

35. Consider the following statements.

A - 1 : Cultural Exchange

2 : can be planned as well as unplanned

B - 1 : Cultural invasion

2 : does not have a commercial motive

C - 1 : Cultural shock

2 : is a result of suppressing own traditions

Choose the pair/s that shows a direct connection.

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

36. According to Dudley Seers, an issue affecting development is

- (1) malnutrition.
- (2) mistrust.
- (3) dependent mentality.
- (4) not having a national agenda.
- (5) poor literacy.

37. Choose the most correct statement on language.

- (1) Language controls human activities.
- (2) Language is not a sign of ethnicity.
- (3) Language acquisition takes place only in childhood.
- (4) Sub languages do not change the main language.
- (5) Language and culture have a distant relationship.

38. The following are some of the steps relevant to the plan of a development communication project.

A i. Deciding on data gathering methods
ii. Data analysis

B i. Initial discussion
ii. Deciding on data gathering methods

C i. Data gathering
ii. Data analysis

D i. Initial discussion
ii. Arriving at preliminary conclusions

Which of the following pairs contain the correct order.

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

39. A characteristic of folk games is that it

- has no ritualistic meaning.
- has no scientific basis.
- has more religious concepts than entertainment.
- begins only with a god worship.
- showcases economic and social lifestyle.

40. Following are two statements on media culture.

A - At present mass media controls human lifestyle.
 B - Media culture creates new social needs.

From the above statements

- A* is correct and *B* is incorrect.
- A* is incorrect and *B* is correct.
- A* and *B* both are correct.
- both *A* and *B* are correct and *A* describes *B*.
- both *A* and *B* are correct and *B* describes *A*.

41. The main purpose of an initial discussion at a development communication project is

- identifying the problem clearly.
- environmental assessment.
- discuss about the time frame.
- inquiry into data gathering methods.
- discussion on funding.

42. Following are two problems in mass media.

- No unity among mass media organisations regarding common problems of the country.
- Lack of understanding about the social responsibility of mass media.

These types of problems have emerged because

- there is no understanding about media ethics.
- of the influence of authoritarian communication concept.
- there is no proper training for journalists.
- there is no established mass media culture.
- of neglecting the free media concept.

43. The mental status where hesitation, inability to control emotions and the recurrence of the same thought is called as

(1) stress. (2) hatred. (3) confusion. (4) polarization. (5) insecurity.

● Use the following table to answer questions 44 and 45.

	X	Y
A.	Criticism	appreciation of creative art
B.	Media literacy	electronic media invasion of the domestic sphere
C.	Media culture	global existence
D.	Popular culture	cultural shock

44. In the above table, X increases the value of Y in

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

45. In the above table, X reduces the value of Y in

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

46. From the following, what is the school of media criticism which insists that traditions could be broken only for the betterment of the society?

(1) Ethical (2) Linguistic (3) Historical (4) Political (5) Aesthetic

47. Independence in a creative work is

(1) the experiences of oneself.
 (2) presenting one's own identity through one's creations.
 (3) identifying the needs and behaviour of the audience.
 (4) presenting the creative work on one's own.
 (5) presenting receiver centred creations.

48. The role of a mediator in a conflict is

(1) getting involved in the conflict directly.
 (2) allowing the two parties to debate their opinions.
 (3) not discussing separately with the two parties.
 (4) not working as a third party.
 (5) getting involved only through invitation.

49. Following are some statements on media and the use of language

A. Television	-	1. More concerned about space than time.
B. Radio	-	2. Should not use a lot of numerical data.
C. Print media	-	3. Sometimes uses writing.
D. New media	-	4. Uses a lot of abbreviated terms.

The option with the correct pairing is

(1) A1, B2, C3, D4	(2) A2, B3, C1, D4
(3) A3, B2, C1, D4	(4) A2, B1, C4, D3
(5) A3, B2, C4, D1	

50. The following policies have been listed by a news unit of a television company.

A – Not to telecast pictures with blood
 B – Not to telecast deformed human images
 C – Refuse news on animal cruelty
 D – Does not include advertisements on meat products

What is the best term to describe the above policies?

(1) Censorship	(2) Legal obstacles
(3) Media freedom	(4) Self regulation
(5) Protection of viewers	

PART C

26. The development related concept on 'Third world emancipation through religious cohesion' was introduced by

(1) Edgar Owens.	(2) Srinivas Melcote.
(3) Mahatma Gandhi.	(4) Silvio Wisebord.
(5) Everett Rogers.	

27. From where is permission needed to be obtain before screening of a film?

(1) Film Cooperation	(2) Ministry of Mass Media
(3) Government Film Unit	(4) Ministry of Cultural Affairs
(5) Public Performance Board	

28. The regulation that is established by law and has the mediation of media agents is

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

29. The teacher explained that all the information disseminated through media are not remembered, accepted or rejected by people. This can be explained according to HUB model, through the component,

(1) regulation. (2) gatekeeping.
 (3) coding. (4) filters.
 (5) media amplification.

30. Consider the following statements.

A - Identifies the aims
 B - Plans the task
 C - Organizes the task
 D - Handles media promotional programmes

From the above what are directly related to an event manager's role.

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

31. Who among the following has semi judicial powers when examining complaints regarding media institutes?

(1) The chief editor (2) The Ombudsman
 (3) The press council (4) Competent authority
 (5) Press complaints commission

32. The smaller section chosen to represent the larger population of a survey is called as

(1) mode. (2) data.
 (3) source. (4) sample.
 (5) mean.

33. According to Graham Wallas, the steps in creative thinking process are

(1) preparation, incubation, illumination and verification.
 (2) preparation, incubation, sensation and verification.
 (3) curiosity, sensation, sfumato and connections.
 (4) preparation, incubation, connections and verification.
 (5) Preparation, incubation, illumination and sensation.

34. The mother requested her son Naveen to help her with cleaning the house. " Not now please. This is the time I watch my favourite cartoon" replied Naveen who was watching the television. The content of that answer directly related to

(1) diversion. (2) cognition.
 (3) perception. (4) withdrawal.
 (5) correlation.

35. Which of the following declaration states, that from preschool to university and in adult education, media education programmes should be initiated?

(1) Geneva declaration (2) Paris declaration
 (3) Grunwald declaration (4) Colombo declaration
 (5) Delhi declaration

36. A benefit of using surveys is

(1) can always collect true information.
 (2) can collect information on older events.
 (3) can gather personal opinions also on complex problems.
 (4) respondents will always provide unbiased information.
 (5) can collect data from a large number of respondents.

37. Two combined special television and radio channels were initiated with the aim of broadcasting educational programmes targeted at school education. This trend is called
(1) demassification. (2) media convergence.
(3) consumerism. (4) fast messaging.
(5) deregulation.

38. Imagine someone is using a photograph you have taken, without your permission, to gain a personal benefit. In such a situation, you can get justice through
(1) Press Council Act.
(2) Right to Information Act.
(3) Intellectual Property Act.
(4) Universal Declaration of Human Rights.
(5) Article 14 (1) (a) of the constitution.

39. Suresh had tears of joy when he got to know his exam results. In cinema, the best way to capture such a moment is through
(1) a long shot. (2) a close up.
(3) a medium close up. (4) a medium shot.
(5) an extreme close up.

40. Consider the following facts.
A - A management task
B - A task to develop the institutional image
Above statements are related to
(1) *A* for public relations, *B* for event management.
(2) *A* for event management, *B* for public relations.
(3) *A* and *B* both for public relations.
(4) *A* and *B* both for event management.
(5) *A* and *B* both for public relations and event management both.

41. Publicising through media about a special discount when selling a certain product is called
(1) business public relations. (2) state public relations.
(3) professional public relations. (4) media public relations.
(5) institutional public relations.

42. Select the correct statement on creative communication.
(1) Imagination is the ability to develop a creative work.
(2) The ability to create something original is repetitive exercise.
(3) The ability to create new thoughts and ideas in the mind is called intuition.
(4) Assembling existing ideas together is called creative thinking.
(5) Constant practice to develop a talent is called derivation.

43. Issuing a U certificate for a film means that it is
(1) more suitable for adults.
(2) for adults only.
(3) for unrestricted public exhibition.
(4) for anyone above 18.
(5) can be viewed by children under 18 who are accompanied by an adult.

- Answer questions 44 and 45 using the table below.

The following is a table on how students engage in studying.

	Monday	Tuesday	Wednesday	Thursday	Friday
In person	05	12	16	12	10
Online	15	08	04	08	10

44. The mean values of students participating in person and online within the week respectively are
 (1) 05, 04. (2) 55, 45. (3) 12, 08. (4) 16, 04. (5) 11, 09.

45. The days indicating the mode values of students attending in person and online respectively are
 (1) Monday and Thursday. (2) Wednesday and Monday.
 (3) Tuesday and Wednesday. (4) Tuesday and Friday.
 (5) Wednesday and Friday.

46. As soon as the results were released, Meena logged into the Department of Examination's website and checked her results. The new media features that helped her in that situation are
 (1) networking, fast messaging and database
 (2) hypertextuality, fast messaging and database
 (3) networking, interactivity and hypertextuality
 (4) automation, hypertextuality and networking
 (5) interactivity, automation and fast messaging

47. The skill of a critical receiver to capture the essence of a media message clearly and briefly is called
 (1) valuation. (2) synthesis.
 (3) analysis. (4) grouping.
 (5) abstraction.

48. Following are some statements on culture.
 A - It is there from the beginning of human history to date.
 B - It contains superficial, simple and mass scale production characteristics.
 C - It has an inseparable connection to labour activities of people.
 D - It performs an informative, ideological, creative and communicative social role.
 Choose the best answer that reflects the cultural categories according to the above order.
 (1) Traditional, Folk, Popular and Media
 (2) Traditional, Popular, Folk and Media
 (3) Folk, Traditional, Media and Popular
 (4) Folk, Media, Traditional and Popular
 (5) Media, Traditional, Popular and Folk

49. Use the following table to answer the question.

	X		Y
1	Social Media	A	Convergency contributes for its expansion
2	New Media	B	Is used to disseminate official messages
3	LinkedIn	C	Is used for professional networking
4	Twitter	D	Is a developed state of new media

What is the option that shows the correct pairing between X and Y?

(1) 1D, 2B, 3C, 4A (2) 1A, 2B, 3D, 4C
 (3) 1D, 2A, 3C, 4B (4) 1B, 2C, 3A, 4D
 (5) 1C, 2A, 3D, 4B

50. The use of communication to fulfill the nutritional, sanitary, shelter and human rights needs of a person should be identified as

- (1) self determination.
- (2) community participation growth.
- (3) expectation of communication for development.
- (4) need centered.
- (5) ecological balance.

* * *



නව/පැරණි තීරණයේ - ප්‍රතිච්‍යා/පම්‍රය පාතක්තිතාම - *New/Old Syllabus*

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2021(2022)
කළුවීප් පොතුත් තරාතරුප පත්තිර් (ශ්‍යා තරු)ප ප්‍රිතිසේ, 2021(2022)
General Certificate of Education (Adv. Level) Examination, 2021(2022)

ஸ்ந்னிவீட்டுக்கால கால மாதிரி அறிவுகளுக்காக தொடர்பாட்டும் ஊடகங்களுக்காக Communication and Media Studies	III III III
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29 E II

ஏடு தூக்கி
மூன்று மணித்தியாலம்
Three hours

அமுகர கியலீ காலை	- மினித்து 10 டி
மேலதிக வாசிப்பு நேரம்	- 10 நிமிடங்கள்
Additional Reading Time	- 10 minutes

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. Communication is a social process.
 - (i) Name **two** instances when formal communication takes place within the school. (04 Marks)
 - (ii) Name **four** characteristics of inter-personal communication and describe **two** of them briefly. (08 Marks)
 - (iii) Describe **three** differences between mass media and social media. (12 Marks)
 - (iv) Using any mass media you like, explain **four** main elements of the communication process with examples. (16 Marks)
2. (i) Name **two** basic features of popular culture. (04 Marks)
(ii) Briefly describe **two** reasons as to why media literacy is needed. (08 Marks)
(iii) Explain **three** main features of Schramm - Osgood model separately. (12 Marks)
(iv) Your school is planning to commence a new library project. Name **four** folkloric features that can be used to publicize the project and explain how **two** of those can be used for the same, by providing examples. (16 Marks)
3. It is a receiver's skill to recognize the communication process.
 - (i) Name **four** radio program formats that can be used in rural development. (04 Marks)
 - (ii) Describe **two** censorship methods used in the field of contemporary mass media. (08 Marks)
 - (iii) Describe **two** positive and negative impacts of new social needs created by the media culture separately. (12 Marks)
 - (iv) Explain how media should be operated in situations of disaster, with examples, using the following guidelines.
 - Information function
 - Education function
 - Persuasion function
 - Social organization function(16 Marks)

PART B

4. There is a close relationship between language and mass media.

- Write **four** characteristics of a living language. (04 Marks)
- Briefly describe **two** features that need to be taken into consideration, when preparing a press release. (08 Marks)
- Explain **three** features that differentiate a sub language from a main stream language. (12 Marks)
- Explain **four** characteristics of historical media criticism approach, using examples from teledramas. (16 Marks)

5. Critical thinking and coexistence are important for social development.

- Name **two** characteristics of a media critic. (04 Marks)
- Describe briefly **two** ways in which media violence impacts domestic harmony. (08 Marks)
- Explain **three** types of programs that use media violence to attract viewers to the television. (12 Marks)
- Analyse the following ideas presented by Everett M. Rogers on development with current examples.
 - Diffusion of innovations
 - Preparing a national agenda
(16 Marks)

6. Media literacy is an amalgamation of many different skills.

- Write **two** objectives for providing media education. (04 Marks)
- Briefly describe creative acting and creative oration. (08 Marks)
- Elaborate **three** skills of media literacy. (12 Marks)
- Explain **four** points that should be taken into consideration when presenting a message creatively. (16 Marks)

7. The Chief Guest at the school function stated that it is equally important to educate millennial children on the use of both traditional media and new media.

- State **four** visual symbols used in traditional communication of the prehistoric era. (04 Marks)
- Briefly describe **two** features of verbal communication. (08 Marks)
- Explain **three** special characteristics used in traditional media with examples. (12 Marks)
- Describe as to how local languages are challenged by the language used in new media with reference to the following factors with examples.
 - Abbreviation of terms
 - Use of wrong language
 - Mixed language
 - Using the English alphabet to write a local language
(16 Marks)

8. During an interview to a newspaper about his upcoming Art exhibition, Ashen mentioned that he is waiting for a sponsor for his exhibition.

- Name **four** components of creativity, as mentioned by Leonardo Da Vinci. (04 Marks)
- Briefly explain **two** techniques used by an organization with reference to business public relations, when developing its own image. (08 Marks)
- If an event manager is used for the Art exhibition, describe **three** of his duties at the event. (12 Marks)
- Describe the use of creative language with examples, in newspapers with reference to the following,
 - Headlines
 - Features
(16 Marks)

9. Studying global development problems through a new dimension allows communication approaches to develop.

- Name **two** communication approaches recognized by the United Nations Organisation for interrelated development. (04 Marks)
- Describe briefly **two** benefits of using surveys to identify development problems in rural areas. (08 Marks)
- Describe with examples **three** ethical practices that need to be followed in the field when conducting a survey on a communication project for development. (12 Marks)
- Explain **four** features that highlight the importance of participatory democracy in a development process. (16 Marks)

10. (i) Name the country and the decade in which the first radio was introduced to South East Asia. (04 Marks)

(ii) Explain the instance when the following camera shots are appropriate in cinema.

- Medium shot
- Long shot

(iii) Describe **three** facts in which cinema can be used to strengthen inter-cultural awareness. (12 Marks)

(iv) Discuss how intellectual property act is important in cinematic creations, with reference to the following facts.

- Economic rights
- Fair use

(16 Marks)

11. Regulations and policies have become expanded in line with the new trends in media.

- Write **two** facts that needs to be paid attention to when developing the media policy of a country. (04 Marks)
- Describe **two** new trends with reference to the Sri Lankan media audience. (08 Marks)
- Name **three** organizations responsible for media regulation and explain their roles. (12 Marks)
- Name **four** media application trends and describe two of them with examples. (16 Marks)

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