

AL/2015/29/E-I

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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 සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2015 අගෝස්තු  
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2015 ஓகஸ்ட்  
 General Certificate of Education (Adv. Level) Examination, August 2015

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. Decoder of message is  
 (1) transmitter. (2) interpreter. (3) the one who enriches.  
 (4) receiver. (5) the one who refuses.
2. What is **not** relevant for depicting the views related to the channel as forwarded by David K. Berlo is  
 (1) hearing. (2) smelling. (3) seeing. (4) tasting. (5) representation.
3. The model forwarded by Harold D. Lasswell  
 (1) depicts linear communication features. (2) pays attention to feedback.  
 (3) depicts the features of interpretation. (4) introduces noise for the communication.  
 (5) points out non-linear communication features.
4. Ravi felt a headache as he got up in the morning. Thus, he decided not to go to his office. A situation of this nature characterizes  
 (1) informal communication. (2) intra-personnel communication.  
 (3) inter-personnel communication. (4) non-verbal communication.  
 (5) formal communication.
5. According to sociologists, the social, economic and cultural features can be studied through folklore. This is closer to  
 (1) historical study. (2) anthropological study. (3) psychological study.  
 (4) archaeological study. (5) creative study.
6. The most appropriate view for introducing the nature of communication is that  
 (1) the communication is based on language. (2) the communication is a two-way process.  
 (3) the communication is a process. (4) the communication is with the noise.  
 (5) the communication is based on responses.
7. "An attempt made with patience, planning and thinking by an organization and its members to establish a mutual understanding is known as public relations." This interpretation is forwarded by  
 (1) Institute of Public Relations in Britain. (2) scientist Edward L. Bernays.  
 (3) Institute of Public Relations in the US. (4) Institute of Public Relations in India.  
 (5) scientist Ivy Lee.
8. "The rights for information is a basic idea existing in a democratic society." Which of the following concepts of communication may lead to understand the creation of a disturbing environment against such an idea?  
 (1) the authoritarian concept. (2) libertarian concept.  
 (3) social responsibility concept. (4) social democratic concept.  
 (5) developmental concept.

[See page two]

9. It was difficult for Kamal, who has seen only Sinhala tele-drama to understand properly the content of the Korean tele-drama that he saw for the first time. This, according to the communication point of view is
- (1) a cultural shock. (2) a defect in feedback.  
 (3) a problem related to appreciation. (4) a problem related to empathy.  
 (5) a problem related to the field of experiences.
10. The diffusion of innovation is
- (1) an idea forwarded by Wilber Schramm.  
 (2) an idea related to the spread of political views.  
 (3) introducing new findings and technology to the people.  
 (4) a basic feature associated with a modern communication concept.  
 (5) a definition related to the modern development.
11. The duty of the officer of public relations was carried out mostly in the past by
- (1) females. (2) religious priests.  
 (3) youths. (4) members of the royal family.  
 (5) professionals.
12. The 'value of right to dissent' as a group leader is through
- (1) convincing others the view forwarded by him.  
 (2) leading the group for a unitary idea.  
 (3) acting for the suppression of various ideas.  
 (4) acting according to the ideas of all.  
 (5) discussing the potential views while allowing to express different ideas.
13. Language acquisition is
- (1) the generation of new meanings for words and their confirmation.  
 (2) the identification of grammatical rules and their proper usage.  
 (3) the understanding of main forms of language and its ramifications.  
 (4) the understanding to acquire and use of the language.  
 (5) the identification of common and inherent features of language.
14. The ability to understanding a message properly and its interpretation by a person is created through
- (1) criticism. (2) literacy. (3) analysis. (4) empathy. (5) evaluation.
15. The most important feature that can be seen in a creative message is
- (1) hypothetical nature. (2) audio-visual nature. (3) variegated nature.  
 (4) originality. (5) performing nature.
16. The following statements have been expressed by several friends in a dialogue.
- Ravi : I understood your problem, I will come definitely.
  - Wimal : I feel your problem well, I will come definitely.
  - Kamal : Your problem is clear to me, I will come definitely.
  - Suresh : I can see your problem, I will come definitely.
- The closest statement related to the concept of 'empathy' out of the above statements is given by
- (1) Ravi. (2) Wimal. (3) Kamal. (4) Suresh. (5) Wimal and Kamal.
17. Several ideas expressed at a discussion related to the poster media are given below.
- A - a message can be forwarded attractively.  
 B - important information can be expressed briefly.  
 C - information can be conveyed to a large group at the same time.  
 D - the communicator can always be identified clearly.  
 E - message may be hampered due to the weather conditions.
- Out of the above ideas the most appropriate are
- (1) A, B and C. (2) A, B and D. (3) A, B and E. (4) B, C and D. (5) C, D and E.

[See page three]

18. All buses used for the annual pleasure trip of the employees of a leading biscuit company were decorated with coloured stickers bearing the brand name of the institute. The basic expectation of an act of this nature is to
- (1) spread the goodwill of the institution.
  - (2) use a plan related to the internal public relations.
  - (3) point out the interest related to the welfare of employees.
  - (4) gain a publicity in a creative manner.
  - (5) identify the buses the employees travelled.
19. The communication scientist who pointed out the possibility of using motivation for the development through mass media is
- (1) Wilber Schramm.                      (2) Lucian Pye.                      (3) Everett M. Rogers.
  - (4) Paulo Pierre.                      (5) Kurt Levin.
20. The speciality of the contemporary human cultural situation is
- (1) nationalization.                      (2) ethnocentralization.                      (3) globalization.
  - (4) collectivization.                      (5) spiritualization.
21. In the process of encoding, the communicator should pay his special attention to the use of
- (1) attractive symbols.                      (2) creative symbols.
  - (3) communication-centred symbols.                      (4) standard symbols.
  - (5) symbols with many visual forms.
22. The term communication has been interpreted as a process of reconstruction of messages by
- (1) Paul Lazarfeld.                      (2) Wilber Schramm.                      (3) Shannon and Weaver.
  - (4) David K. Berlo.                      (5) Harold D. Lasswell.
23. Spiritual communication does **not** include
- (1) religious communication.                      (2) artistic communication.                      (3) political communication.
  - (4) literary communication.                      (5) mythological communication.
24. Select the gradual order of language types associated with the following statements.
- A - forwarding the same fact in different ways  
 B - seeing behavioural patterns associated with the pronunciation of language  
 C - existence of specialities in rhythm, fastness and idioms etc.
- (1) A - commentary, B - talk, C - speech.
  - (2) A - speech, B - commentary, C - acting.
  - (3) A - acting, B - talk, C - commentary.
  - (4) A - commentary, B - acting, C - talk.
  - (5) A - talk, B - commentary, C - speech.
25. Social marketing advertisements are
- (1) a product of social network communication.
  - (2) belonging to the service marketing within target groups.
  - (3) a social democratizing communication activity.
  - (4) a development of popular culture.
  - (5) a use of developmental communication.
26. It has become clear, according to the research reports, that the time spent with information and communication media by the man has increased gradually. Such a background has been created due to
- (1) the expansion of television media throughout the world.
  - (2) the function of news agencies.
  - (3) the abundance of internet connections.
  - (4) the rapid expansion of mobile phones.
  - (5) the easy-to-use modern communication technical equipments.
27. The development of global culture commences at
- (1) the end of 20th century.                      (2) the end of Roman period.
  - (3) the beginning of modern period.                      (4) the end of medieval period.
  - (5) the end of ancient period.

[See page four

28. One that **cannot** be included in methods that can be used for the increase of visual attraction of a newspaper is
- (1) the use of line and shapes. (2) the use of paintings and cartoons.  
 (3) the use of photos and colours. (4) the use of short sentences and live language.  
 (5) the use of different letter styles and sizes.
29. Cultural trend which encourages the social solidarity is
- (1) cultural diffusion. (2) cultural circulation. (3) cultural stereotype.  
 (4) cultural shock. (5) cultural exchange.
30. One that **cannot** be included under the interpersonal communication is
- (1) inability to change the communicated facts. (2) ability to use the symbol of signs.  
 (3) ability to construct meanings. (4) ability to create and maintain relationships.  
 (5) our inability to avoid communication.
31. Select the appropriate status for the following four audible occasions.
- A - Listening to music or to a pleasurable talk.  
 B - Listening to a friend who is in trouble.  
 C - Listening to a special speech.  
 D - Listening to an election speech.
- (1) appreciation, analytical, critical, empathy. (2) appreciation, critical, analytical, empathy.  
 (3) appreciation, empathy, analytical, critical. (4) appreciation, analytical, empathy, critical.  
 (5) appreciation, critical, empathy, analytical.
32. A discussion took place in the classroom about the alternative media.
- Kamani : Profits can be gained although they are alternative media.  
 Ramani : Gaining profits, however, is not the main purpose.  
 Gayani : Expenditure is less because of the unavailability of a big staff.  
 Jayani : Further the number of audience is limited.
- Out of the above, statements which are compatible with the alternative media have been forwarded by
- (1) Kamani, Ramani and Gayani. (2) Kamani, Gayani and Jayani.  
 (3) Ramani, Gayani and Jayani. (4) Kamani, Ramani and Jayani.  
 (5) Kamani, Ramani, Gayani, Jayani and all.
33. A Cuban documentary film about Dengue epidemic was shown in the provinces of Sri Lanka where this disease has spread. It is important as a development message because
- (1) it forwards information related to similar experience.  
 (2) it is an experience of a foreign country.  
 (3) it possesses a similar cultural nature.  
 (4) this message reaches all citizens of the country.  
 (5) it provides the knowledge associated with healing methods and medicinal items.
34. Public opinion will be constructed by mass media
- A - through mediating in the information stream.  
 B - through selecting the information stream.  
 C - through the behaviour.
- The correct statement/s out of the above is/are
- (1) A. (2) B. (3) C. (4) B and C. (5) A, B and C.
35. The following are few observations pointed out in the classroom about the identification of audience.
- A - The composition of the audience is changing continuously.  
 B - No understanding with regard to the identity.  
 C - Interpersonal relationship among audience is limited.
- According to the above statements, such an audience is identified as
- (1) a group audience. (2) an interpersonal audience. (3) a mass audience.  
 (4) a provincial audience. (5) a targeted audience.

- Answer the questions from 36 to 40 paying attention to the different communication features of the following.

A - encoder/communicator	B - message	C - effect
D - signs	E - decoder/receiver	F - noise
G - interpretation	H - channel	I - sender/transmitter
J - destination	K - source	L - feedback
M - field of experience	N - context	

36. Out of the above, three features that **cannot** be included under Harold D. Lasswell interpretation are  
 (1) A, C and I. (2) C, G and K. (3) D, G and H. (4) D, K and L. (5) M, B and N.
37. The order of the features belonging to the model of Shannon and Weaver is  
 (1) A, B, D, H, N. (2) A, I, D, E, J. (3) K, I, D, E, J.  
 (4) K, I, D, M, J. (5) K, I, G, L, J.
38. Out of the above features, if D is **unable** to construct an understanding between A and E it is known as  
 (1) C. (2) F. (3) G. (4) L. (5) M.
39. Out of the above features, select the option that will help to understand the characteristics of the model of Schramm-Osgood.  
 (1) A, B, E, G. (2) A, B, E, J. (3) A, E, C, M. (4) B, D, N, G. (5) B, E, H, G.
40. Out of the above features, the important one for both communicator and receiver to maintain the communication process continuously is  
 (1) the ability of C. (2) the ability of G. (3) the ability of J.  
 (4) the ability of K. (5) the ability of N.
41. An article received by a newspaper editor included several sentences with spelling errors and grammatical errors. What is the correct sentence included in it?  
 (1) The child became happy with his results.  
 (2) There were no one in the neighboring class room.  
 (3) All member came to the assembly of peace.  
 (4) Everybody will respect us if we become honest people.  
 (5) My father, sister and brother goes to the school.
42. A leading business company engaged in wooden furniture production had published a series of creative advertisements on the importance of planting trees as a public relation project on the world environmental day. This can be considered as  
 (1) an attempt to confirm the high quality of the state of their wood production work.  
 (2) an act of patronage to celebrate the environment day.  
 (3) a step taken to elevate the goodwill of the company.  
 (4) a long term process to provide raw materials needed for their products.  
 (5) a formation of a public opinion about the importance of planting trees.
43. Qualities of a development communicator became a topic of discussion in a school media society.  
 Suresh : It is important to select the most suitable media for presenting the message.  
 Madhu : High priority should be given to the identification of problems.  
 Kamal : It is important to become adapted to the existing status.  
 The correct statement out of the above is expressed by  
 (1) Suresh only. (2) Suresh and Madhu only. (3) Suresh and Kamal only.  
 (4) Madhu and Kamal only. (5) all three Suresh, Madhu and Kamal.
44. Select the **inappropriate** statement associated with the process of mass media out of the following.  
 (1) An active participation of receivers can be seen.  
 (2) Information flow moves always from top to bottom.  
 (3) A priority is given to the information based on the politics of election in the news.  
 (4) An additional result of the mass media is a creation of global information village.  
 (5) One person's ownership of different media institutions creates a media monopoly.

[See page six

45. Select the most suitable channel that can be utilized in a situation like tsunami to inform the people scattered in different places.
- A - A group of students playing football in a seaside school playground.  
 B - A group of fisherfolk located on the sea near the land.  
 C - Commonfolk located in different places of the country.  
 D - A group of media personnels who are comparing this tsunami situation with the previous ones.
- A gradual order of channels suitable for the above groups will be
- (1) radio and television, internet, siren, mobile phone.  
 (2) mobile phone, siren, radio and television, internet.  
 (3) siren, mobile phone, radio and television, internet.  
 (4) siren, radio and television, mobile phone, internet.  
 (5) radio and television, mobile phone, internet, siren.
46. Select the **inappropriate** statement associated with public relations.
- (1) The public is an essential stakeholder.  
 (2) It is always done by paying money.  
 (3) Building of relationships is an act of priority.  
 (4) It provides profits for several parties.  
 (5) Optimistic awareness is the basic aim.
47. The arrival of a prime minister of a country to accompany his little child from the school one day near the election period was reported as a main news by many mass media institutions. This can be analysed as
- (1) a nature associated with the relationship between parents and children.  
 (2) an attempt to elevate personal image.  
 (3) a mediation of mass media in the personal activities of well known people.  
 (4) a confirmation of high demand for gossips in the mass media.  
 (5) an attempt to point out the equality of all people irrespective of their posts.
48. An occasion in which the conflicts cause the development of the society is
- (1) through solution. (2) through suppression. (3) through management.  
 (4) through arbitration. (5) through transformation.
49. The most correct statement related to the receiver is
- (1) that receiver does not exist when two persons are unavailable.  
 (2) the unchanged role of a receiver.  
 (3) that the receiver always possesses the skills of interpretation.  
 (4) that the literacy of the receiver does not exist in equal level.  
 (5) the broad appreciation field of the receiver.
50. The sharp competition that has arisen in the establishment of electronic media institutions is due to
- (1) the relationship of family political power.  
 (2) dependency on frequency system which is a limited resource.  
 (3) the existence of direct participation of commercial business enterprises.  
 (4) the extensive mediation to create public opinion.  
 (5) the acting as a facilitator for the mass communication process.

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 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  
 இலங்கைப் பரීட்சைத் 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

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2015 අගෝස්තු  
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2015 ஆகஸ்ட்  
 General Certificate of Education (Adv. Level) Examination, August 2015

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 தொடர்பாடலும், ஊடகக் கற்கையும் II  
 Communication and Media Studies II

29 E II

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 மூன்று மணித்தியாலம்  
 Three hours

## Instructions:

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

- Name **four** features belonging to intra-personal communication.
  - Name **four** features of media culture and describe **one** of them briefly.
  - Describe comparatively, **three** features relevant to cinema and television media.
  - Explain with examples **four** methods related to the function of censorship in the present media process.
- It is necessary to form internal as well as external committees for the function of a school media society effectively.
  - Name **four** persons who can be appointed to the external committee of the school media society.
  - Name a development project which will be useful for your school, point out **three** factors belonging to the evaluation of such a development project and explain **one** of them briefly.
  - A feature article related to a psychological problem published in a newspaper has been discussed in the school classroom. Name **four** individual bad behaviours which have been created due to the breakdown of mentality and explain **two** of them with examples.
  - Describe the importance of mass media interviews on the basis of **two** factors giving **two** examples for each.
- Imagine that you have been selected to the post of chief editor of a newspaper.
  - Name **four** factors which should be considered in writing headlines of a newspaper.
  - State **four** factors with reference to the necessity of media literacy and describe **one** of them briefly.
  - Name **four** characteristics of alternative media and explain **two** of them.
  - Write an editorial on the basis of **four** factors associated with the necessity of media criticism.
- Imagine that you are the public relations officer in a food production company. You have been asked to call a media conference to clarify a problem related to the food production of the company.
  - Name **four** factors that should be considered in organizing the media conference.
  - Explain briefly **two** methods that new media can be used to create public relations.
  - Explain with reference to **three** factors how the food advertisements in television media influence the consumer.
  - Name **four** components of folklore and explain how **three** of them can be used for advertising activities of the company.
- Name **four** basic characteristics of the popular culture.
  - Explain briefly **two** ways how violence is depicted in the newspaper media.
  - Describe briefly **three** specialities in the use of new media language.
  - Explain with reference to **four** factors the importance of cultural exchange.

[See page two]

6. A news related to a car accident that you have seen in the morning was telecast on the same day night. But there were disparities between the accident that you saw and the television news.
- (i) What is the major concept that identifies such changes in the mass media reporting?
  - (ii) It has been suggested to put up large billboards with instructional messages to minimize vehicle accidents throughout the country. Explain with reference to **two** factors, the importance of such large billboards.
  - (iii) The vehicle accident has been reported in the newspaper too. Mention **four** ways under which the newspaper differs from other mass media and explain **two** of them.
  - (iv) Explain **four** special features related to the type of communication used in describing to another person the accident that you have already seen.
7. Communication is a collective process.
- (i) Name **four** basic elements of communication.
  - (ii) Name **four** non-verbal communication methods that the individual performs with body language and describe **one** of them briefly.
  - (iii) Describe **three** ways how the citizen journalist differs from the mass media journalist.
  - (iv) Point out the two-step concept with a diagram and describe its **two** basic steps.

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