

AL/2017/29/E-I

සියලු ම 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
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අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2017 අගෝස්තු
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2017 ஓகஸ்ட்
 General Certificate of Education (Adv. Level) Examination, August 2017

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 from **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. Among different models of communication, a complex description of the source was provided by
 (1) Wilbur Schramm. (2) Charles Osgood. (3) Harold D. Lesswell.
 (4) Shannon and Weaver. (5) David K. Berlo.
2. What were the first two forms of communication used in the history of human communication?
 (1) verbal and informal. (2) formal and informal. (3) audio and verbal.
 (4) visual and non-verbal. (5) written and visual.
3. Which of the following is **not** a basic element of communication?
 (1) effect. (2) noise. (3) feedback. (4) context. (5) model.
4. As the numbers written by the mathematics teacher on the board were unclear, Kamal copied them in his book incorrectly. For this reason, his answer was incorrect too. In the analysis of communication, this is a/an
 (1) error of the receiver. (2) noise. (3) misconception.
 (4) problem with imagination. (5) misunderstanding.
5. What is the commonly used method of printing that can be used when a large number of copies of a document is required?
 (1) letter press. (2) offset. (3) screen. (4) digital. (5) rotary.
6. What is the form of communication people commonly use on a daily basis?
 (1) non-verbal. (2) verbal. (3) audio. (4) visual. (5) informal.
7. The one that can **not** be considered a basic category of language use is
 (1) editing. (2) speaking. (3) analysis. (4) acting. (5) conversation.
8. A feature that is **not** associated with non-verbal communication
 (1) It is not limited to one method. (2) It happens unconsciously. (3) It is subjective.
 (4) It is subject to regulations. (5) It is used continuously.
9. Methods of non-verbal communication that can be used in a telephone conversation in a manner both parties can understand them are
 (1) speed of speaking, silence, odor, rhythm.
 (2) silence, gesture, rhythm, space.
 (3) silence, speed of speaking, rhythm, styles of sound.
 (4) speed of speaking, pitch, odor, rhythm.
 (5) space, posture, voice, rhythm.
10. A dialect can be described as
 (1) something that violates standards. (2) an unnatural occurrence of language use.
 (3) something used continuously. (4) something that descends from the main-stream language.
 (5) a style of language important for mass media.

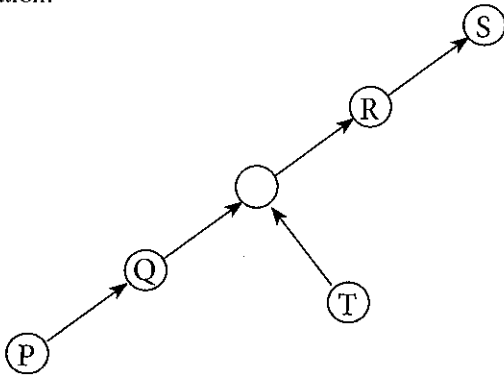
[See page two

11. The ideology of contemporary globalization is
 (1) Marxism. (2) Nationalism. (3) Liberalism. (4) Fascism. (5) Democracy.
12. The medium that can use non-verbal communication in an artistic and effective manner is
 (1) radio. (2) television. (3) cinema. (4) the Internet. (5) new media.
13. Media can be directly regulated through
 (1) ethics of mass media. (2) traditional methods. (3) free thinking.
 (4) legal methods. (5) media agreements.
14. In development, mass media can be used to enhance the expectations of a nation. This was suggested by
 (1) Wilbur Schramm. (2) Dudley Seers. (3) Paul P. Steven.
 (4) Wimal Dissanayake. (5) Everett M. Rogers.
15. The medium that mostly contributes to the mentality of the popular culture and consumerism in a society is
 (1) radio. (2) print media. (3) the Internet. (4) television. (5) social media.
16. The foundation of liberalism is
 (1) solidarity among social classes. (2) freedom of individuals. (3) civic rights.
 (4) ethnic harmony. (5) national reconciliation.
17. By nature, the audience of mass media is
 (1) active. (2) heterogeneous. (3) united.
 (4) homogeneous. (5) stereotypical.
18. The process of mass communication is **not** characterized by the
 (1) existence of formal institutes.
 (2) abundant use of technical devices.
 (3) the interference of multiple gate keepers.
 (4) close relationship between communicator and receiver.
 (5) commercially based profit motives.
19. Choose the **incorrect** statement.
 In most instances, development communication
 (1) uses a media-mix.
 (2) is a social marketing message.
 (3) consists of business objectives.
 (4) targets the community receiving benefits.
 (5) is made of fixed messages.
20. A researcher who introduced the theory of two-steps on opinion leadership is
 (1) Harold D. Lasswell. (2) Paul Lazarsfeld. (3) Kert Levin.
 (4) Wilbur Schramm. (5) Daniel Learner.
21. In the use of mass media, the less active pair is
 (1) newspapers and magazines. (2) radio and television.
 (3) cinema and new media. (4) newspapers and radio.
 (5) cinema and television.
22. The concept of development communication got established
 (1) after the beginning of the Industrial Revolution.
 (2) after the First World War.
 (3) after the Second World War.
 (4) after the end of the Cold War.
 (5) with the beginning of the process of globalization.
23. In communication, the act of looking at something from someone else's point of view without being limited to that of oneself is known as
 (1) perception. (2) self concept. (3) hegemony.
 (4) empathy. (5) discourse.

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24. Even though it was not covered on main stream mass media, a problem concerning the local area was discussed on social media. Most probably this could be the result of
- (1) new journalism. (2) development journalism. (3) investigative journalism
(4) electronic journalism. (5) citizen journalism.

- In answering questions from 25 to 28, consider the following model as the mathematical model of communication.



25. If P can be considered the source, the 'received signal' should be
- (1) Q (2) R (3) S (4) T (5) the circle unnamed
26. Due to a technical fault of the photo-copier, the copy that it produced was difficult to read. In the above model, this is represented by
- (1) P (2) Q (3) R (4) S (5) T
27. Encoding and decoding that generally happen in a situation of communication can be expected at the level of
- (1) P and Q. (2) Q and T. (3) T and R. (4) Q and R. (5) R and S.
28. Considering its direction of flowing, the above model
- (1) matches Lasswell model, but not that of Berlo.
(2) matches Berlo model, but not that of Lasswell.
(3) matches Lasswell and Berlo models, but not that of Schramm-Osgood.
(4) matches all models by Lasswell, Berlo and Schramm-Osgood.
(5) does not match any models by Lasswell, Berlo and Schramm-Osgood.
29. Based on the points that it included, a debate on media literacy can be considered
- A - a part of media education.
B - an activity intended to produce journalists.
C - an activity related to receiver himself/herself.
D - a skill in using media.
- Among these options,
- (1) A and B are true but C and D are false.
(2) A and D are true but B and C are false.
(3) A and C are true but B and D are false.
(4) B and C are true but A and D are false.
(5) B and D are true but A and C are false.
30. A characteristic feature **not** associated with public relations is
- (1) maintaining the good will among the public.
(2) a strategic communication to obtain social acceptance.
(3) something that exceeds commercially-based aims and objectives.
(4) something different from advertising and marketing approaches.
(5) A short-term process implemented to gain quick benefits.
31. Choose the **incorrect** statement.
- (1) Verbal communication can include some features of non-verbal communication.
(2) Language alone is not sufficient for analysis.
(3) Its continuous use is a common feature of a living language.
(4) Language acquisition is limited to childhood.
(5) Acting is definitely a subjective entity.

[See page four

32. Given below are some facts associated with creative work:

- A - sharing personal experience.
- B - having the knowledge of literacy.
- C - the superficial meaning of the message.
- D - knowledge of different techniques.

Among these, 'creative reading' is associated with

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

33. Choose the most appropriate statement on proverbs:

- (1) They can be used to express ideas both briefly and effectively.
- (2) They are difficult to be used in day-to-day communication.
- (3) They have been created in relation to mysterious unseen forces.
- (4) They are not anyway related to folk tales.
- (5) They are not created in the context of new social events.

34. A discussion arose in a classroom concerning the role of a media critic.

Nimal - The critic should have an understanding about the nature of the media profession.

Kamal - Compared to the general receiver, he/she should have more analytical skills.

Wimal - Also, the critic is someone offering destructive criticism.

Ramal - He should not contribute to the smooth functioning of the industry but concentrate on the media content.

Among the ideas presented above, the role of the media critic is best described by

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

35. The statement that has least possibility of being included in a lecture titled "what is public relations?" is

- (1) It concentrates on someone's reputation.
- (2) It is related to the formation of opinions.
- (3) It is performed in an organized manner.
- (4) It is related to safeguarding a good-will.
- (5) It is performed in specific situations.

36. Given below are some ideas that have been proposed to be considered in deciding on development communication methods.

A - They can be implemented along with the new technological development.

B - Plans should be prepared by the experts on relevant tasks.

C - Better to find out the possibility of combining them with traditional communication methods.

D - It should be a planned method of communication only aiming at the target community.

E - Must be aware of the ability to use language productively.

Among those, true statements are

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

37. Mao Tse-tung, a former leader of the Republic of China introduced four elements that are related to the general public in development. Choose the option that correctly records those elements:

- (1) cognition, community participation, urbanization, quantification.
- (2) summarization, industrialization, credibility, implementation.
- (3) quantification, urbanization, industrialization, modernization.
- (4) cognition, summarization, quantification, implementation.
- (5) industrialization, urbanization, modernization, westernisation.

38. Choose the correct statement.

- (1) There are no many superstitious believes in Eastern countries.
- (2) To obtain blessings, different forms of black magic, "Anavina Kodivina" are performed.
- (3) Astrology is related to folk medicine
- (4) Proverbs are often not related to folk tales.
- (5) Folk tales only originate from mythical sources.

[See page five

39. In popular culture, mass media mostly highlights
- (1) messages that can attract the audience by promoting commercial benefits.
 - (2) messages that represent the culture of the majority.
 - (3) messages that improve the receiver's knowledge.
 - (4) messages with the content demanded by the receiver.
 - (5) messages based on the popular cultural elements of society.
40. In terms of the basic concept that they present, a contrast can be observed between,
- (1) Authoritarian concept and Communist concept.
 - (2) Libertarian concept and Western concept.
 - (3) Authoritarian concept and Libertarian concept.
 - (4) Communist concept and Revolutionary concept.
 - (5) Democratic concept and Development concept.
41. In a project on public relations in a commercial business, deciding on the 'public' is crucially important. Choose the **incorrect** statement on the composition of the public.
- (1) It should include the general public.
 - (2) It should include consultants, service providers, distributors and investors.
 - (3) It should include the employees of the business and customers.
 - (4) It should include a selected group from the general public.
 - (5) The composition of the group can vary from business to business.
42. Right to Information law which is currently in practice can be used
- (1) Only by journalists to obtain information.
 - (2) To obtain information on state and private sectors.
 - (3) To obtain information on activities of the state and its related institutions.
 - (4) To examine state-related documents exchanged 10 years ago.
 - (5) To immediately obtain any information on the state sector.
43. Many differences could be seen in the way state media and private media had reported May-day rallies. To understand this better, the most important is
- (1) Analytical understanding of media ownership.
 - (2) Updated knowledge on media reporting.
 - (3) A realistic view of media politics.
 - (4) Practical skills on media literacy.
 - (5) Theoretical knowledge on media independence.
44. A sensitive description of the background provided by a novelist between characters can be described as an act of
- (1) reporting. (2) acting. (3) analysis. (4) speech. (5) criticism.
45. A trend of media convergence has developed in contemporary media culture because of
- (1) the increase in the number of media channels.
 - (2) the receiver's increased ability to interact using mobile phones.
 - (3) the spread of the Internet.
 - (4) the increase in the visual trend of communication.
 - (5) the huge impact of globalization.
46. As he retired from his job, Wimal had to deviate from his regular routine in life. The unexpected changes in life also made him mentally weak. This is a sign of
- (1) tension. (2) stress. (3) anxiety. (4) depression. (5) polarization.
47. The European Union has decided to hold a European film festival in Sri Lanka. This is a/an
- (1) cultural invasion. (2) cultural cooperation.
 - (3) act with commercial objectives. (4) strategy of neo-colonization.
 - (5) enrichment of the local cinema.
48. At the time of the recent disaster in our country, mass media stations took steps to collect essential commodities and distribute those among the victims. From the point of view of the station, this is a/an
- (1) principal task of mass media. (2) disaster management activity.
 - (3) community service. (4) instance of public relations.
 - (5) media fulfilling social responsibilities.

[See page six

49. Ranjani, who received an appointment as a public relations officer in the bank X, proposed a number of strategies to increase the relation between the bank and its account holders. Among them, the most suitable are

- (1) advertisements, exhibitions, annual reports and news letters.
- (2) thanking letters, booklets, organizing contests and giving away presents.
- (3) leaflets, sponsorships, vocational training and press releases.
- (4) media relations, columns, booklets, thanking letters.
- (5) press conferences, press releases, news letters and organizing contests.

50. A discussion on TV commercials took place at the school media circle.

Jayani - Advertisements can change how customers consume products.

Nayani - Mass media can not survive without advertisements.

Ruwani - Advertisements are useful to buy products with credibility.

Kamani - One should have media literacy to understand advertisements correctly.

Among the views given above, correct statements on advertisements are given by

- (1) Only Jayani and Ruwani.
- (2) Only Jayani, Nayani and Ruwani.
- (3) Only Nayani, Ruwani and Kamani.
- (4) Only Jayani, Nayani and Kamani.
- (5) All Jayani, Nayani, Ruwani and Kamani.

* * *



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ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව
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 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, 2017 අගෝස්තු
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2017 ஓகஸ்ட்
 General Certificate of Education (Adv. Level) Examination, August 2017

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය II
 தொடர்பாடலும், ஊடகக் கற்கையும் II
 Communication and Media Studies II

29 E II

පැය තුනයි
 மூன்று மணித்தியாலம்
 Three hours

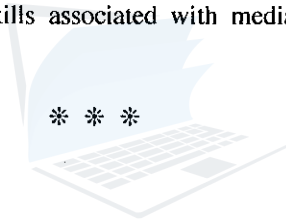
Instructions:

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

- Communication is a factor essential for human existence.
 - Provide Claude Shannon and Warren Weaver's definition of communication.
 - Briefly explain **four** basic functions of communication.
 - Name **four** concepts of communication and provide brief descriptions on **two** of them.
 - With reference to a mass medium of your choice, examine **four** basic elements of the process of communication.
- At times of natural disaster, the service that mass media can provide is immense.
 - Name **four** characteristics of mass media.
 - State **two** special properties of Citizen Journalism and briefly explain how they can be used in situations of natural disaster.
 - Describe with examples how **three** different items of folklore can be used in a street-drama intended to educate the public on Dengue.
 - Describe **two** methods that can be used to collect data for a development project and **two** guidelines that should be followed in the analysis of the collected data.
- 'Gossip' is an interesting phenomenon in the field of communication. Sometimes, it is discussed under informal communication while it can also be considered a factor that leads to the creation of conflicts.
 - Show in a diagram the 'gossip chain' associated with informal communication.
 - Briefly describe **two** differences between formal and informal communication.
 - Explain how 'gossips' can lead to **three** reasons that create conflicts.
 - Describe **four** activities generally performed in managing conflicts resulted from gossips.
- "The relationship between language and communication is inseparable. In speech, writing and in the use of mass media, language plays a vital role."
 - Briefly explain what it is meant by 'language acquisition'.
 - Describe **two** special properties that can be seen in the way language is used in new media.
 - Describe **three** special properties that can be seen in the language used for radio news reporting.
 - Describe **four** categories of language use, with suitable examples.

[See page two]

5. (i) Name **four** special features of group communication.
- (ii) State **four** stages that should be followed in organizing a press conference and briefly describe one of them.
- (iii) Describe **three** methods that can be used to make the hospital premises a pleasant place for the public.
- (iv) Describe **four** attitudinal problems that people in developing countries have about development.
6. It is political and business groups that manipulate the mass media industry.
- (i) Name the concept that refers to the world created with the expansion of mass media.
- (ii) Describe **two** ways in which advertising impacts culture.
- (iii) Using **three** different points, describe how mass media sets a person's daily agenda.
- (iv) Using suitable examples, describe **two** historical and political approaches to criticism.
7. Media literacy is useful to obtain a better understanding of the properties of media culture.
- (i) Name **four** points included in Edward Tyler's definition of 'culture'.
- (ii) Briefly describe the nature of educationally-based 'operational messages' and 'maintenance messages'.
- (iii) Describe **three** basic features in the popular culture associated with mass media.
- (iv) Describe separately each of the **four** skills associated with media literacy.



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