

OL/2016/87-E-I, II (NEW)

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නව කිර්දේශය/புதிய பாடத்திட்டம்/New Syllabus

<b>NEW</b>	<b>87 E I, II</b>
Department of Examinations, Sri Lanka	Department of Examinations, Sri Lanka

අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2016 දෙසැම්බර්  
கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2016 டிசெம்பர்  
**General Certificate of Education (Ord. Level) Examination, December 2016**

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தொடர்பாடலும் ஊடகக் கல்வியும் **I, II**  
**Communication and Media Studies I, II**

පැය තුනයි  
மூன்று மணித்தியாலம்  
**Three hours**

**Communication and Media Studies I****Note :**

- Answer all questions.
- In each of the questions from 1 to 40, pick one of the alternatives (1), (2), (3), (4), which you consider as correct or most appropriate.
- Mark a cross (X) on the number corresponding to your choice in the answer sheet provided.
- Further instructions are given on the back of the answer sheet. Follow them carefully.

- You are reading a novel. What is the sequential order of its basic components?
  - communicator → book publisher → receiver
  - communicator → message → receiver
  - publisher → message → receiver
  - communicator → channel → message
- Communication that takes place between a group of commuters waiting for a train at a railway station is
  - inter-personal communication.
  - formal communication.
  - intra-personal communication.
  - informal communication.
- Verbal and non-verbal communication can be simultaneously and effectively used for the feedback in
  - intra-personal communication.
  - inter-personal communication.
  - group communication.
  - mass communication.
- The first-ever regional broadcasting service in Sri Lanka is
  - Ruhuna.
  - Mahanuwara.
  - Rajarata.
  - Wayamba.
- Rekha is a radio announcer. The most relevant form of communication for her profession is
  - formal communication.
  - mass communication.
  - audio communication.
  - verbal communication.
- The first-ever teledrama series produced in Sri Lanka is
  - Dimuthu Muthu.
  - Palingu Manike.
  - Ratagiya Atto.
  - Kadulla.
- What are the two main types of media ownership in Sri Lanka?
  - government and private.
  - government and semi-government.
  - companies and individuals.
  - families and government.
- Sitha, who was watching a children's tele-drama, felt that the child actor in the drama and her brother shared the same facial appearance. The type of communication that affected this is
  - mass communication.
  - intra-personal communication.
  - visual communication.
  - inter-personal communication.
- In newspaper copy editing, more responsibility is with the
  - chief editor.
  - news editor.
  - sub editor.
  - proof reader.

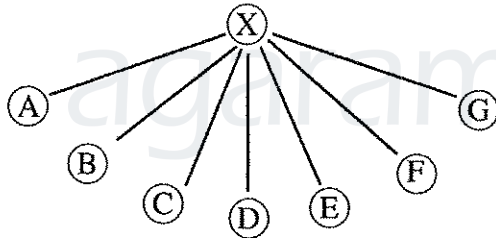
[see page two]

10. The most important information is first presented in  
 (1) hard-news reporting. (2) soft-news reporting.  
 (3) investigative reporting. (4) creative reporting.
11. When the same television programme includes several segments characterized by news, current affairs, emotional sensitivity and variety, it is a  
 (1) documentary. (2) soap opera. (3) reality programme. (4) magazine programme.
12. By using sound, words and silence in radio media, listeners can be made to see something that is not visually present. This is called  
 (1) mental imagery. (2) power of imagination.  
 (3) perception. (4) emotional sensitivity.
13. In laying out the content of a newspaper, space is first reserved for  
 (1) news. (2) government information.  
 (3) headlines. (4) advertisements.
14. Select the new media category.  
 (1) television, short messages, social media. (2) email, social media, short messages.  
 (3) online newspapers, television, radio. (4) television, web radio, email.
15. The speciality of inter-personal communication is that  
 (1) it is used for mass communication.  
 (2) it is a kind of communication within oneself.  
 (3) it is used to connect with a small group.  
 (4) it follows prompt feedback.
16. 'Proof-reading' is  
 (1) reading to correct language errors.  
 (2) comparing the manuscript and the printed copy.  
 (3) reading to correct spelling mistakes.  
 (4) reading to correct printing and grammatical mistakes.
17. Most newspaper dailies published in Sri Lanka belong to the size category of  
 (1) Broadsheet. (2) Tabloid. (3) Fulldemy. (4) Compact.
18. Soft news  
 (1) influences a majority of people and makes use of creative language.  
 (2) wins the attention of a majority of people and caters to their emotions.  
 (3) presents latest information and is mostly published on the front page.  
 (4) appears on inner pages and has national relevance.
19. A three-way telephone conference performed using the Internet is  
 (1) mass communication. (2) group communication.  
 (3) inter-personal communication. (4) social media.
20. 'Impact' is considered a news value. Thus, for any incident to be considered news in a society, it must have  
 (1) a particular impact on the majority.  
 (2) a positive impact on the majority.  
 (3) a particular impact on all.  
 (4) more impact on the majority.
21. Even though a newspaper is a result of group work, its responsibility is held by  
 (1) editorial director. (2) editor-in-chief.  
 (3) chief executive officer. (4) chairman.
22. Means by which receivers can promptly provide feedback to electronic media are  
 (1) letters and email. (2) postal services and short messages.  
 (3) letters and social media. (4) short messages and social media.
23. In a media institution, internal media personnel are  
 (1) staff journalists. (2) freelance journalists.  
 (3) provincial journalists. (4) citizen journalists.

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24. The goal of public service media is to  
 (1) provide information about education and development.  
 (2) continuously hold a large set of receivers.  
 (3) provide information to the general public on a competitive basis.  
 (4) broadcast programmes with sponsorship.
25. "Soon after coming out of the air-conditioned office, I could not read the name board of the bus due to fog on my glasses." In relation to communication, this is a  
 (1) semantic noise. (2) channel noise. (3) technical noise. (4) visual noise.
26. A publishing company has agreed to print and distribute a novel written by Kalyani. The income that she receives based on the number of copies of the novel printed is  
 (1) an intellectual property. (2) an economic right.  
 (3) royalty. (4) the copyright.
27. The factor that minimally affects the message content in mass media is the  
 (1) media ownership. (2) existing socio-cultural background.  
 (3) existing political situation. (4) richness of media technology.
28. In operating cameras that use film roles, the film-speed is important. This implies  
 (1) the sensitivity of the light.  
 (2) the ability to take pictures quickly.  
 (3) the ability to focus quickly.  
 (4) the ability to change the film role in a quick manner.
29. You have been given the responsibility of reporting the sports festival of your school to a newspaper. The event is to be held next week. In a situation like this, the most appropriate method to collect information is  
 (1) conducting interviews. (2) observation.  
 (3) studying documents. (4) brainstorming.

30.



- The above diagram shows an instance of informal communication, in which a person is giving information to a set of different individuals in an order of his choice. It is called a  
 (1) probability chain. (2) gossip chain.  
 (3) single chain. (4) cluster chain.
31. You are talking with a friend and waiting to cross the road at a pedestrian crossing. Suddenly you see a car moving fast with a honking horn. The type of communication useful for your next step is  
 (1) visual communication. (2) audio communication.  
 (3) inter-personal communication. (4) intra-personal communication.
32. Rohan, who recently inquired about a scholarship from a foreign university, has received a telephone call requesting him to send them the copies of his educational certificates soon. Here, the most useful option for him is  
 (1) telemail. (2) email. (3) fax. (4) pager.
33. Which of the following is **not** relevant to operations performed by the Sri Lanka Telecommunication Regulatory Commission?  
 (1) issuing licence for radio channels.  
 (2) imposing regulations on TV channels.  
 (3) formulating ethics for electronic media.  
 (4) warning media channels and cancelling the licences.

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34. The media critic is  
 (1) the one who strengthens the media-receiver relationship.  
 (2) a professional working at media institutions.  
 (3) an active receiver who responds to media messages.  
 (4) a sponsor who provides services to media institutions.
35. Choose the option **not** relevant to a web-radio.  
 (1) Less expensive compared to a FM radio. (2) Can listen to it from anywhere in the world.  
 (3) Compulsory to obtain a paid licence. (4) Can be run with a simple set of equipment.
36. Raja, who is publishing an academic book on communication, intends to obtain an ISBN number in order to receive international recognition. For this, he should go to the  
 (1) Public Library.  
 (2) Department of National Archives.  
 (3) Educational Publications Department.  
 (4) National Library and Documentation Services Board.
37. In media reporting, credibility mainly depends on  
 (1) accuracy, balance and attraction.  
 (2) balance, attraction and simplicity.  
 (3) clarity, accuracy and conciseness.  
 (4) accuracy, balance and clarity.
38. Wimal is in constant contact with media. He not only schedules his daily routine according to different media programmes, but also as a habit he gets in touch with media stations and comments on their programme content. Thus, Wimal is  
 (1) a critical receiver.  
 (2) a neutral receiver.  
 (3) an active receiver.  
 (4) a passive receiver.
39. Advertisements that appear on television during children's programmes show children's value as consumers. The best example of this is the category of advertisements on  
 (1) clothes, cosmetics and food.  
 (2) child products, nutrition and child health.  
 (3) milk powder, child insurance and education.  
 (4) artificial food, sports equipment and sweets.
40. 'The current trends in social media network' was the topic of a discussion that took place in a classroom.

**Kavitha** : It is a new step in media freedom. Also, it extends opportunities to exchange different opinions.

**Rani** : Relatively social media has more space for topics that do not get enough attention in the mainstream media.

**Devi** : Without revealing one's identify, social media can also be used to tarnish someone's image.

**Nirupa** : Compared to print media, in social media networks, the possibility of updating information is limited.

Among these participants, the most accurate statements are made by

- (1) Kavitha, Rani and Nirupa. (2) Kavitha, Rani and Devi.  
 (3) Rani, Devi and Nirupa. (4) Kavitha, Devi and Nirupa.



\* \*

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නව නිර්දේශය/புதிய பாடத்திட்டம்/New Syllabus

இலங்கைப் பரீட்சைத் திணைக்களம் / இலங்கைப் பரீட்சைத் திணைக்களம் / இலங்கைப் பரීட்சைத் திணைக்களம்  
 Department of Examinations, Sri Lanka / இலங்கைப் பரීட்சைத் திணைக்களம் / இலங்கைப் பரීட்சைத் திணைக்களம்

අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2016 දෙසැම්බර්  
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 தொடர்பாடலும் ஊடகக் கல்வியும் I, II  
 Communication and Media Studies I, II

Communication and Media Studies II

- \* Answer only five questions in all, selecting question No. 1 and four others.
- \* Question No. 1 carries 20 marks, and other questions carry 10 marks each.

1. Ruwan, Mahesh and Kamala agreed to go to a communication center in the town with modern facilities to print the twenty-page long media project report that they prepared together.
  - (i) What is the type of communication that the above agreement is based on?
  - (ii) State **two** methods that are likely to have been used to collect data for the above project report.
  - (iii) Mention **two** advantages of computer printing.
  - (iv) Mahesh had promised to send a softcopy of the document to his brother living abroad as soon as it is typeset. What is the most appropriate method for this purpose?
  - (v) Ruwan intends to obtain a hardcopy of the printed document for his personal use. What is the most appropriate method for this?
  - (vi) Kamala stated that it was appropriate to insert a plastic cover to ensure the safety of the front page of the printed report. What is this method called?
  - (vii) Name **two** methods of binding that can be used to bind the above report in the form of a book.
  - (viii) According to UNESCO's definition, what is the minimum number of pages a book should have?
  - (ix) Excluding books and magazines, name **two** other forms of print media.
  - (x) The use of photographs is commonly seen in many forms of print media. State **two** other visual forms used in print media.
2.
  - (i) "The first-ever newspaper published in Sri Lanka is Lakmini Pahana."  
Do you agree with the above statement? Give the reason for your answer.
  - (ii) "In the Intellectual Property Act, 'work' stands for books, articles and handbills."  
Do you agree with the above statement? Give the reason for your answer.
  - (iii) "'Semantic noise' is a situation that occurs when a message is not properly transmitted to the receiver."  
Do you agree with the above statement? Give **three** reasons for your answer.
  - (iv) "The addition of photographs to the print media is an advantage."  
Do you agree with the above statement? Give **four** reasons for your answer.
3.
  - (i) At present, what is the type of radio wave commonly used in Sri Lanka?
  - (ii) State respectively, the **two** special names used to introduce the receivers in newspapers-magazines and television-cinema media.
  - (iii) Briefly introduce **three** different types of television programmes.
  - (iv) Briefly describe **four** sources that can be used in media reporting.

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4. The 100<sup>th</sup> anniversary of the Lanka National School is to be held under the patronage of the Minister of Education.

- (i) A film has been produced depicting the history of the school. What is a film of this nature called?
- (ii) Name **two** types of media equipment that should be used to screen the above film at the ceremony.
- (iii) A new email address was created for the school. Briefly describe **three** uses of email.
- (iv) Write the 'lead' of the news story of the above event incorporating **four** main points and underline them clearly.

5. (i) There are several codes of ethics used in Sri Lanka for newspapers. Name one of them.

(ii) In print media, the use of handbills is a special kind of communication. Name **two** situations in which its use is more appropriate.

(iii) The method of 'inverted pyramid' is commonly used in reporting news for newspapers. Briefly explain **three** advantages of this kind of reporting.

(iv) Radio is a powerful form of media. But it has its own weaknesses. Describe **four** of them.

6. When Ravi won the inter-school speech competition, many were heard speaking very high of his speaking ability.

(i) A speaker delivers his speech while constantly looking around the audience. What is this technique called?

(ii) Name **four** non-verbal features that must have helped Ravi in the competition.

(iii) Information on Ravi's victory appeared in newspapers. Briefly explain **three** different types of media content in newspapers.

(iv) In getting ready for a speech competition, Ravi mostly obtains information through new media. Using **four** points, explain the nature of new media.



(i) If the above diagram has been created using Harold Lasswell's definition of communication, name the last item X.

(ii) Functions of communication are closely related to X. What are the **four** main functions of communication?

(iii) What happens in a school classroom is also an act of communication. Briefly describe **three** forms of non-projectable equipment that can be used in a school classroom.

(iv) The process of communication illustrated by the above diagram takes place in mass media too. Describe **four** key features of mass media.

\* \* \*