Department of Examinations - Sri Lanka

G.C.E. (A/L) Examination - 2023 (2024)

29 – Communication and Media Studies

Marking Scheme

Amendments to be included.

G.C.E. (A/L) Examination - 2023 (2024)

29 - Communication and Media Studies
Distribution of Marks

- Paper I = 02 hours *(Answer 50 Questions)*

  Marks - 1 x 50   =   50

- Paper II = 03 hours *(Answer five Questions only)*

  Marks - 40 x 5   =   200

  Final Marks = Paper I = 50

  $$\text{Paper II} = \frac{200}{4} = 50$$

  Total Marks $= 50 + 50 = 100$

Common Techniques of Marking Answer Scripts.

It is compulsory to adhere to the following standard method in marking answer scripts and entering marks into the mark sheets.

1. Use a red color ballpoint pen for marking. (Only the Chief/Additional Chief Examiner may use a mauve color pen.)

2. Note down the Examiner's Code Number and initials on the front page of each answer script.

3. Write off any numerals written wrong with a clear single line and authenticate the alterations with the Examiner's initials.

4. Write down the marks of each subsection in a $\triangle$ and write the final marks of each question as a rational number in a $\square$ with the question number. Use the column assigned for Examiners to write down marks.

Example: **Question No. 03**

(i) .... √ $\triangle \frac{4}{5}$

....

....

(ii) .... √ $\triangle \frac{3}{5}$

....

....

(iii) .... √ $\triangle \frac{3}{5}$

....

....

$\boxed{03}$ (i) $\frac{4}{5}$ + (ii) $\frac{3}{5}$ + (iii) $\frac{3}{5}$ = $\boxed{\frac{10}{15}}$

MCQ answer scripts: (Template)

1. Marking templates for G.C.E.(A/L) and GIT examination will be provided by the Department of Examinations itself. Marking examiners bear the responsibility of using correctly prepared and certified templates.

2. Then, check the answer scripts carefully. If there are more than one or no answers Marked to a certain question write off the options with a line. Sometimes candidates may have erased an option marked previously and selected another option. In such occasions, if the erasure is not clear write off those options too.

3. Place the template on the answer script correctly. Mark the right answers with a 'v' and the wrong answers with a '0' against the options column. Write down the number of correct answers inside the cage given under each column. Then, add those numbers and write the number of correct answers in the relevant cage.

Structured essay type and essay type answer scripts:

1. Cross off any pages left blank by candidates. Underline wrong or unsuitable answers. Show areas where marks can be offered with check marks.

2. Use the right margin of the overland paper to write down the marks.

3. Write down the marks given for each question against the question number in the relevant cage on the front page in two digits. Selection of questions should be in accordance with the instructions given in the question paper. Mark all answers and transfer the marks to the front page, and write off answers with lower marks if extra questions have been answered against instructions.

4. Add the total carefully and write in the relevant cage on the front page. Turn pages of answer script and add all the marks given for all answers again. Check whether that total tallies with the total marks written on the front page.

Preparation of Mark Sheets.

Except for the subjects with a single question paper, final marks of two papers will not be calculated within the evaluation board this time. Therefore, add separate mark sheets for each of the question paper. Write paper 01 marks in the paper 01 column of the mark sheet and write them in words too. Write paper II Marks in the paper II Column and wright the relevant details.

<div align="center">***</div>

සංනිවේදන සහ මාධ්‍ය අධ්‍යයනය (උසස් පෙළ) විභාගය, 2023 (2024)
கல்வி பொதுத் தராதர உயர் தர பரீட்சை, 2023 (2024)
General Certificate of Education (Adv. Level) Examination, 2023 (2024)

සංනිවේදනය හා මාධ්‍ය අධ්‍යයනය			
கல்வி பொது மற்றும் ஊடக	29	E	I
Communication and Media Studies			

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 (×) in accordance with the instructions given on the back of the answer sheet.

1. The process of understanding the content of a message is
   (1) encoding. (2) decoding.
   (3) perceiving. (4) imagining.
   (5) listening.

2. The type of communication that assists to build-up self concept is
   (1) intra-personal communication. (2) inter-personal communication.
   (3) visual communication. (4) radio communication.
   (5) mass communication.

3. What can be considered as an intangible cultural heritage in Sri Lanka?
   (1) tanks (2) dagabas
   (3) folk songs (4) sculptures
   (5) ancient ruins

4. A relationship between mass media and receiver is established due to
   (1) creation. (2) message.
   (3) attraction. (4) motivation.
   (5) empathy.

5. Types of communication can be clearly distinguished, according to
   (1) the situation. (2) the organization.
   (3) the number. (4) the time.
   (5) the behaviour of the individual.

6. What is the statement that explains the nature of communication more precisely?
   (1) Communication is a process. (2) Communication is two-way.
   (3) Communication has rules. (4) Communication is verbal.
   (5) Communication depends on feedback.

7. The function that mass media should perform in order to maintain social stability is
   (1) integration. (2) surveillance.
   (3) persuasion. (4) correlation.
   (5) entertainment.

8. What is the institution that pioneered to introduce a course related to the subject of communication formally, for the first time in Sri Lanka?
   (1) Technical College, Maradana
   (2) Junior University, Dehiwala
   (3) Department of Government Information
   (4) Sri Lanka Press Council
   (5) University of Kelaniya

9. What is the function of mass media that informs the society regarding the possible disasters and threats in advance, and initiates a discussion?
   (1) Surveillance   (2) Correlation   (3) Interpretation   (4) Diffusion   (5) Socialization

10. Who was the scholar who stated that development is not material development but human development?
   (1) Daniel Sews   (2) Mahatma Gandhi
   (3) Edgar Dawson   (4) Everett M. Rogers
   (5) Srinivas Melkote

11. Which of the following belongs to the steps of creative thinking, introduced by Graham Wallas?
   (1) Sensation   (2) Imagination   (3) Perception   (4) Illustration   (5) Verification

12. Understanding and interpreting a message belong to
   (1) edition.   (2) analysis.   (3) literacy.   (4) evaluation.   (5) usage.

13. What are the two media that do not include current affairs adequately?
   (1) radio and television   (2) television and cinema
   (3) cinema and newspaper   (4) newspaper and magazine
   (5) magazine and book

14. All media carried a number of news reports on Dengue fever, last week. This is
   (1) a media amplification.   (2) a media influence.
   (3) a media noise.   (4) a media feedback.
   (5) an act of gatekeeping.

15. The agriculture teacher said in the class that processing similar fields of experience among the groups facilitates the success of the project in the development process. According to the definitions of communication, this idea is mostly related to
   (1) Harold D. Lasswell.   (2) Wilbur Schramm.
   (3) Edward Sapir.   (4) Claude Shannon.
   (5) Charles Cooley.

16. Select the false statement on media literacy.
   (1) It is a multi-dimensional concept.
   (2) It is based on practical information.
   (3) Innovational, aesthetic and moral aspects are also important.
   (4) It is based on excessive exposure to media.
   (5) It can be developed through self-effort.

17. What is the option that indicates only the elements of creativity introduced by Leonardo Da Vinci?
   (1) curiosity, connect practice, connections
   (2) illusion, perception, sensation
   (3) connection, sensation, illusion
   (4) demonstration, perception, curiosity
   (5) sensation, curious practice, logical exploration

18. The receiver's role has been changed due to new media trends. Select the option that matches this statement, most.
    (1) Receiver has become an active user.
    (2) Receiver has become familiar with the usage of new technology.
    (3) Receiver is a consumer who obtain media contents through ordering.
    (4) Receiver sometimes constructs media content, actively.
    (5) Receiver has freed from the gatekeeping influence to some extent.

19. A student needed to refer several old newspapers for his research. He could obtain relevant information from home through the websites, without going to a library. Which feature of new media assisted this process?
    (1) Networking   (2) Hypertextuality
    (3) Fast messaging   (4) Database
    (5) Automation

20. Select the option that includes the three main categories of certificates of the Public Performance Board.
    (1) X, U, B   (2) S, M, R   (3) U, X, A   (4) H, U, B   (5) A, X, R

21. A musical show had been organised to celebrate the dawn of the new year by a certain TV channel. What is the communication type this musical show belongs to,
    (1) Group communication   (2) Virtual communication
    (3) Mass communication   (4) Public communication
    (5) Audio communication

22. Select the option that includes only the internal public relations tools.
    (1) press releases, newsletter, annual trips
    (2) email, media kits, newsletter
    (3) notice board, annual trips, internal communication system
    (4) suggestion box, exhibitions, notice board
    (5) annual reports, internal communication system, press releases

23. Which of the following mostly affects the formation of classical culture?
    (1) Traditional culture   (2) Mass culture
    (3) Popular culture   (4) Global culture
    (5) Media culture

24. What is the option that includes only the elements of the communication process?
    (1) encoding, vision, effect, noise
    (2) field of experience, channels, listening, decoding
    (3) noise, receiver, context, perception
    (4) communicator, feedback, cognition, channels
    (5) context, noise, effect, field of experience

25. Consider the following facts.

	Terminology	Description
A	Grouping	Comparing the equal and unequal parts in a news item
B	Deduction	Attempting to explain something special using common facts
C	Synthesis	Developing a new structure by joining existing parts

Which indicates the matching terminology and description,
    (1) Only in A   (2) Only in A and B
    (3) Only in A and C   (4) Only in B and C
    (5) In all A, B and C

26. What is the media trend that introduces information as a commercial good (product)?
    (1) Media convergence
    (2) Demassification
    (3) Consumerism
    (4) Globalization
    (5) Commodification

27. After hearing an announcement through the loudspeaker at the playground, Nimal thought to inform Kumara about it. He discussed about it with Kumara, over his mobile phone. The communication types that can be seen here in order are,
    (1) public, intra-personal and inter-personal communication
    (2) public, audio and group communication
    (3) group, mass and inter-personal communication
    (4) audio, intra-personal and inter-personal communication
    (5) inter-personal, group and mass communication

28. During a discussion on Universal Declaration of Human Rights, following ideas were presented.
    A - As this is not a treaty, there is no direct binding in legal terms for member countries.
    B - It was created as a result of the Second World War.
    C - This declaration was launched in 1948.
    D - The 19th article is relevant to communication.
    E - 01st of December of every year is named as Universal Human Rights Day.
    Among the above statements, the opinion which is not relevant to the Universal Declaration of Human Rights is,
    (1) A.
    (2) B.
    (3) C.
    (4) D.
    (5) E.

29. Kumara listened to a song aired through radio to get rid of a problem he encountered. This communication situation can be referred as,
    (1) cognition.
    (2) diversion.
    (3) withdrawal.
    (4) amplification.
    (5) social utility.

30. Communicating to a target audience instead of a large scattered audience is a basic feature of,
    (1) demassification.
    (2) digitalization.
    (3) mass communication.
    (4) commodification.
    (5) convergence.

31. In a survey, which of the following displays stability, from the beginning?
    (1) Amount of data
    (2) Research problem
    (3) Literature review
    (4) Way of presenting data
    (5) Conclusion

32. There was a discussion among the students in the classroom regarding the gatekeeping process that occurs in mass media.

    Madhu   - Messages are censored due to this process.
    Ravi   - News can be distorted.
    Kamala   - It may increase the value of news.
    Among them, the acceptable idea/ideas is/are presented by,
    (1) only Madhu.
    (2) only Kamala and Madhu.
    (3) only Ravi and Kamala.
    (4) only Madhu and Ravi.
    (5) all Madhu, Ravi and Kamala.

33. What kind of communication can be seen in public relations publicity model?
    (1) One-way communication
    (2) Two-way communication
    (3) Unbalanced communication
   (4) Closed communication
    (5) Verbal communication

29 - Communication and Media Studies (Marking Scheme) / G.C.E. (A/L) Examination - 2023 (2024) / Amendments to be included.

7

34. Media ratings explain
    (1) commercialization.
    (2) public relations.
    (3) quality of media.
    (4) nature of media consumerism.
    (5) increase of media commodification.

● Use the illustration given below to answer questions from 35 - 38.

Imagine that S is the source of communication process that belongs to two different communication models.
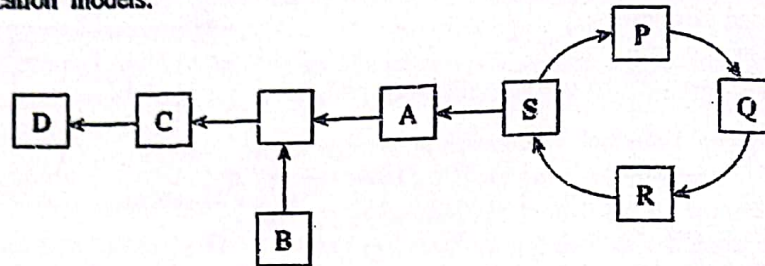
35. The basic element of communication introduced for the first time by the communication model on the left side is,
    (1) field of experience.
    (2) feedback.
    (3) effect.
    (4) noise.
    (5) context.

36. An element that does not belong to either of the two communication models on the left and right sides is,
    (1) message.
    (2) noise.
    (3) encoding.
    (4) decoding.
    (5) feedback.

37. The element of communication that flows from S to D in the communication model on the left side, is represented in the model on the right side by,
    (1) S only.
    (2) Q only.
    (3) R only.
    (4) P and Q only.
    (5) P and R only.

38. Two elements included in the model on the right side, which were indirectly introduced by the model on the left side are
    (1) communicator and context.
    (2) field of experience and noise.
    (3) encoding and decoding.
    (4) interpretation and effect.
    (5) transmitter and destination.

39. What is the task that is not common to all three roles of media officer, public relations officer and event manager?
    (1) Image promotion
    (2) Financial management
    (3) Informing stakeholders
    (4) Holding press conferences
    (5) Conflict management

40. In Sri Lanka, frequencies for electronic media broadcasting are allocated by,
    (1) Sri Lanka Broadcasting Corporation.
    (2) Sri Lanka Rupavahini Corporation.
    (3) National Intellectual Property Office.
    (4) Sri Lanka Broadcasters' Guild.
    (5) Sri Lanka Telecommunication Regulatory Commission.

[See page six]

41. Select the incorrect statement in relation to selecting the sample for a media survey.

(1) The sample is selected to represent the total population.
(2) Sample should be selected according to the nature of the problem.
(3) Statistical base is important in selecting the sample.
(4) By being bias when selecting the sample, the population is well represented.
(5) Conclusions can be reached on total population through a well mixed sample.

42. Consider the following statements about regulation.

A - Established by law
B - There is a connection with academic researchers

Select the correct option related to the statements A and B.
(1) A co-regulation B in-house regulation.
(2) A in-house regulation B Co-regulation.
(3) Both A and B - Statutory regulation.
(4) Both A and B - Co-regulation.
(5) Both A and B - In-house regulation.

43. The powerfulness of Raja's social media usage, helped him to secure the job, when he faced an interview for a competitive position. The most important social media in such an occasion is,
(1) LinkedIn.   (2) Twitter.
(3) TikTok.   (4) Facebook.
(5) Instagram.

44. Select the incorrect statement related to the Intellectual Property Act from the statements given below.

(1) Interlectual property depends on creativity and the ownership.
(2) The room for fair use does not violate the limits of Interlectual property.
(3) The process of creation is protected by legal regulations.
(4) Only the economic rights belong to interlectual property.
(5) The adaptation, translation and distribution rights are owned by the author.

45. Pay attention to the following institutions and details.

Institutions	Details
1. Sri Lanka Telecommunication Regulatory Commission	- A. The Chairman and the Board of Directors are appointed by the President
2. Sri Lanka Press Council	- B. Established in 2003 affiliated to Sri Lanka Press Institute.
3. Public Performance Board	- C. Complaints related to the issues of mobile phone usage can be lodged.
4. Press Complaints Commission of Sri Lanka	- D. Complaints related to social media networks can be forwarded.
5. Sri Lanka Computer Emergency Readiness Team	- E. Appointing members is a task of the minister incharge of the subject.

When the institutions and details are matched, the accurate answer is,

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

29 – Communication and Media Studies (Marking Scheme) / G.C.E. (A/L) Examination - 2023 (2024) / Amendments to be included.

9

46. Ramesh was searching information about a certain incident on a news website. He could access more information regarding the same, by clicking a symbol of a finger in the section where he was reading. The term that explains this act is,

(1) Digitalization
(2) Interactivity
(3) Networking
(4) Hypertextuality
(5) Automation

47. Publishing the content of an advertisement as a news is called as

(1) newshole.
(2) classified advertisements.
(3) advertorial.
(4) paid news.
(5) press release.

48. Select the correct statement about traditional media.

(1) Its shape is stereo typed.
(2) It is excluded from socialization.
(3) It exists through generations.
(4) Author can be identified on most occasions.
(5) It has no flexibility.

49. What is meant by 'diffusion of innovation'?

(1) Participation of public for development.
(2) Dissemination of information widely.
(3) The relationship between communication and development.
(4) Spreading technological trends and ideas.
(5) Introducing modernization process to the society.

50. Cooperate Social Responsibility (CSR) projects for attracting consumers are mostly implemented in

(1) media public relations.
(2) business public relations.
(3) professional public relations.
(4) state public relations.
(5) institutional public relations.

* * *

Department of Examinations

G.C.E.(A/L) Examination - 2023 (2024)

Subject code | 29

Subject | **Communication and Media Studies**

Marking Scheme
Paper I

Question number	Answer number	Question number	Answer number	Question number	Answer number	Question number	Answer number	Question number	Answer number
01.	2	11.	5	21.	4	31.	2	41.	4
02.	1	12.	3	22.	3	32.	5	42.	3
03.	3	13.	5	23.	2	33.	1	43.	1
04.	2	14.	1	24.	5	34.	4	44.	4
05.	3	15.	2	25.	5	35.	4	45.	2
06.	1	16.	4	26.	5	36.	5	46.	4
07.	4	17.	3	27.	1	37.	5	47.	3
08.	2	18.	4	28.	5	38.	3	48.	3
09.	1	19.	4	29.	2	39.	2	49.	4
10.	3	20.	3	30.	1	40.	5	50.	2

✪ **Special Instructions :**

01 Marks per answer

Total Marks 01 × 50 = 50

General Certificate of Examination (Adv. Level)
Examination - 2023(2024)
29 - Communication and Media Studies II

1. Communication is diverse.
(i) Name two characteristics that can be seen in new media.

i)

- Digitalization
- Networking
- Interactivity
- Hyper-textuality
- Automation
- Database
- Fastest messaging

(Marks 02x02= 04)

(ii) Briefly explain two benefits of intra-personal communication.

- Personality development
- Nourishing the self-concept
- Developing the capacity of thinking
- Development of memory
- Helping the decision-making process
- Developing the critical skills
- Developing creative skills

(Marks 04x02=08)

(iii) Analyse the three main functions that should be fulfilled by mass media as mentioned by Wilbur Schramm.

- **The role of the guardian** - Addressing potential internal and external threats with vigilance and attention.
- **The role of the forum for discussion** - Facilitating ideological discussions by bringing together diverse parties.
- **The role of a teacher** - Empowering individuals with the necessary knowledge, attitudes, skills, and competencies.

(Marks 04x03=12)

CamScanner

(iv) Explain the importance of inter-cultural study for a creator referring to four points.

- To understand Mass consciousness
- To foster creative thinking
- Growing knowledge and understanding of different cultures
- To identify/recognize the values and ethics system of a culture
- Showing ethics inherent in a culture
- Showing classification inherent in a culture
- Opportunity for cultural balance /balancing diverse cultures/
- To create creations whilst respecting cultural diversity
- Fostering intercultural cooperation
- To discover new themes
- Using different culture for new creation
- To generate new ways of thinking
- To get inspiration for their creations   **(Marks 04x04=16)**

2. Drawing the attention of the receiver is important in the process of mass media.
   (i) Name **four** key characteristics of mass communication.

- Use of technology
- Continuous communication
- Organized and institutionalized approach
- Involvement of professional communicators.
- Subject to the activity of multiple gatekeepers.
- Delayed feedback.
- Commercially oriented.
- The message shared is common.
- The relationship between communicator and receiver is distant
- A relatively high cost should be incurred.
- Diverse and large audience; scattered audience without geographical limitations.
- Most of the time one way

(Marks 01x04=04)

(ii) Briefly explain **two** skills of a critical receiver.

- **Analysis** - The separation process of materials that go into the making of particular media message content.
- **Evaluation** - The process by which the good and the bad qualities that go into the making of a media message is estimated /or assessed.
- **Grouping** - The process of separation of media messages into groups (grouping/ segment).
- **Induction** - Presumption of total message looking at the content of the message.
- **Deduction** - Deciding of specialty looking at total message.
- **Synthesis** - Development of new perspectives fitting to totality of the message.
- **Abstraction** - Brief description of important facts and meaning of the message.

(Marks 04x02=08)

(iii) Describe **three** strategies that can be used to attract the receiver in business public relations.

- Providing discounts
- Special promotional schemes
- Paving the way for Co-operative Social Responsibility – CSR
- Advertising
- holding trade exhibitions
- Sponsorship
- Providing opportunity for local and foreign travels
- Newsletters
- Use of photographs and videos
- Awarding/Rewarding the prizes

(Marks 04x03=12)

(iv) Explain the importance of a media policy of a country, referring to **four main** factors.

- In order to secure accuracy, impartiality, and justice,
- To secure an understanding of democracy
- To nurture the humane relationships that exist between human communities and to strengthen them
- To secure freedom of expression
- Promoting to the closeness of different cultures and common harmony
- Making the functions of the media institution independent
- Promoting cultural freedom
- Promoting ethical and moral media practices
- In fostering the growth of democratic attitudes
- Developing transparency in the media sector through an independent media mechanism.
- Media regulation
- Providing training facilities to improve media quality
- It is important in the development of technical/technological and infrastructure facility.

(Marks 04x04=16)

3. The communication skills of the receivers have been developed due to contemporary media trends.

> (i) Name **four** points that contribute to enhance verbal communication skills.

- Expand vocabulary
- Developing knowledge that includes own ideas and information
- Prior preparation
- Usage of appropriate verbal communication according to the receiver field.
- Develop presentation skills
- Use appropriate language style
- Build self-identity and uniqueness
- Use words responsibly, courteously
- Adhere to language strategies such as grammar and punctuation
- Pay attention to language strategies which need to be adhered to when speaking and writing
- Use appropriate non-verbal methods in the right situations.

(Marks 01x04 = 04)

> (ii) Briefly explain **two** ways as to how virtual communication can be used for educational purposes.

- Conducting and participating in online lectures, seminars and activities
- Be able to share links with relevant parties of an educational activity
- Personalized learning
- To exchange educational information by video, photographs, audio, pdf and different formats
- Having access to self-study opportunities
- Using different software and applications (search engines)
- To use for assessments and evaluations.
- To register, to conduct and to attend examinations   *(Marks 04 x 02= 08)*

> (iii) Describe **three** specialities of traditional media with examples.

- simple structure
- Thematic content
- Flexibility
- cultural context
- low-cost
- community centric based
- Trust and respect
- Broad acceptance and a focus on the common good.
- Hereditary inheritance

Marks :
Description   03x03=09
Example   01x03 = 03

___

12

(iv) Name four institutional trends related to the media field of Sri Lanka and describe two of them with examples.

- **Ownership:** an increase in the number of private media channels and the presence of multi media institutions under one ownership.

- **Provincial Media:** Operation of media institutions in areas outside the capital.

- **Media Personnel:** The emergence of freelance and feature reporters is becoming mo common than traditional staff journalists. Additionally, there is a rise in new med entrepreneurship and an increasing trend of engaging in media work from home.

- **Male-Female Gender Factor:** There is a considerable increase in the participation of fema representation in media institutions.

- **Media Regulation:** In addition to state regulation, there is a gradual shift towards sel institutional regulation.

- **Editorial Freedom:** Editorial freedom is implemented in two distinct manners within the sta and private media sectors. Notably, only state media supports the facilitation of trade unio activities.

Marks:
Naming – 01x04=04
Describing – 04x02=
Example – 02x02 =0

1

CamScanner

4. **(i)** Name two non-verbal communication methods which can be seen in body language.

- Facial expressions
- Gestures/body movement
- Eye contact
- Posture
- Nodding
- Hand gesture
- Smile
- shrugging
- clapping

(Marks 02x02=04)

(ii) Describe briefly **two** benefits of using group communication in school media club.

- To be able to discuss collectively
- To reach a common consensus
- To use collective skills
- To share knowledge, experiences, and resources
- To learn new ideas and ideologies
- To use it for general educational, enjoyment
- To deal with an understanding of responsibility and accountability
- To achieve efficiency

(Marks: 04x02=08)

(iii) Explain **three** basic components of the communication model of Aristotle with examples.

- **The speaker:** This refers to the one who presents the message.
- **The speech:** This is the information provided by the speaker. It should be capable of persuading the listener.
- **The receiver:** This is the listener who passively listens to the speech or lecture given by the speaker.
- **The occasion:** This means the situation/environment when the message is conveyed.
- **The effect:** The act of communication is performed with a definite purpose. That is to persuade the receiver towards a certain purpose.

Marks:
Describing – 03x03=09
Example – 01x03 =03

___

12

> **(iv)** Folk drama creates various communication settings. Explain this statement with reference to **two** folk dramas from your context, separately.

Sokari

- Communicating the moments of a woman having a child, presenting the child to the audience and seeking blessings for the child.
- Use of impromptu poems and dialogues that occur in poetry.
  * Introducing the nature of the incidents and characters.
  * Every line sung by narrator is repeated by the backup singers.
  * Poems are also used to invite the characters to the stage.

- Characters and scenes
  * Sokari, 'Guruhami Paraya', 'Vedarala Kostana' creates opportunities for communication through role-playing.
  * all scenes are presented to the audience by mimicry and imitation

  for example - showing the construction of the ship used by 'Guruhami' and others to arrive in Sri Lanka.

- The use of stage costumes and stage props.

  Example
  * Guruhami - Costume designed based on the costume of a Kandyan (Udarata) 'Wes' dancer.
  * Sokari – Upcountry traditional woman's 'Osary' and jewellery
  * Theatre instruments – Upcountry 'getaberaya', 'udakkiya', 'davula', 'thalampata'

Kolam

Generating/Creating opportunities for communication about certain negative incidents/instances and characters in society.

For example:
- ➤ Nonchi kolama
- ➤ Jasa kolama
- ➤ Polis kolama
- ➤ Arachchi kolama
- ➤ Mudali Kolama

- Female characters are played by men.
- Communicates (Communication occurs) keeping entertainment as the main purpose.
- Use of masks – highlights moments in communication through the use of colorful masks and particular clothing which are appropriate/suitable for the characters.
- Use of 'Kavi' (poetry), Dialogues and conversations – Loud singing, introduce the character through 'kavi' (poetry) before he/she approaches the audience. Has support/backup singing.
- Presenting a story by connecting characters
- stage – stage is prepared/arranged using flower plants, 'goraka' branches, 'gok' (coconut) leaves and wooden pillars. Communicates those natural resources were used.

In addition to these if any other folk drama is mentioned grant marks following discussion. (puppetry, dialogue based conversation, dance drama/Jahuta), Kamankuttu, Nattukuttu.

(Marks 08x02=16)

5. (i) Name two characteristics of radio medium.

- Audio medium
- It is instant
- The message travels in one direction
- A mobile medium
- User friendly
- Imaginative medium
- Radio is inexpensive
- The message needs to be presented in a manner where it could be comprehended at ones.
- Broad transmission
- Covers large geographical area
- Literacy is not required
- Covers large geographical area
- An intimate medium

(Marks 02x02 = 04)

(ii) Describe briefly two points that enhance oral communication skills.

- Listening
- Reading
- Imitating fluent speakers
- Obtaining speech training
- Addressing one individual
- Addressing a group
- right pronouncing
- audible speech to the audience
- presenting of various topics and aspects, opinion through speech
- Expanding vocabulary
- Using or following suitable language style
- Using nonverbal communication methods and strategies in suitable manner.
- Engage in speech according to the context
- Engage in speech according to the target audience

(Marks 04x02 = 08)

(iii) The concept of literacy has been expanded across many fields at present. Explain two of the following fields with examples.

(a) Visual literacy

(b) Computer literacy

Visual Literacy: Interpreting images and understanding pictorial composition, the ability to create images. Understanding and formally using color, shape, light, etc. selection and usage of sign and symbols suitably.

Computer Literacy: The ability to identify and use and create computer technology, as well as to select and use appropriate technical tools and software when needed.

Marks:

Describing – 04x02=08

Example – 02x02 =04

_____

12

(iv) Explain how global culture has affected current social changes with reference to **four** main points.

- Suppression of national cultural factors and the emergence of Western cultural influences.
- The spread of global popular culture.
- Creating a consumer culture.
- Experiencing poly-commodification.
- The occurrence of culture shock.
- Mechanization of human relationships.
- Quantitative increase in media organizations.
- Experiencing commercialization.
- Strengthening of entertainment.
- Isolation of the individual.
- Adapting to online educational methods.

(Marks: 04x04=16)

6. (i) Name two main categories of film medium.

Action
Adventure
Animation
Biopics
Cartoon Comedy
Documentary
Horror
Romance / Romantic
Music
Science Fiction,
Thriller
War

(Marks: 02x02=04)

(ii) Describe possible harm made to the message in the mass communication process, referring to the **two** main categories of noise.

Semantic noise refers to obstacles that hinder the proper understanding of a message's meaning.

- Inadequate punctuation, ambiguous term separation, the use of overly formal or expert language, unclear message presentation, pronunciation errors, the use of dialects and regional languages, an excessive reliance on technical jargon or specialized terminology.

Channel noise involves disturbances caused by faults in communication media.

- Ink smearing
- Image blurring
- Impairments in the frequency system
- Frame blurring
- Echoing
- Unclear frame or scene
- Poor television waves
- Printing overlap
- Vibration / Static
- Poor signal reception
- Physiological, psychological weaknesses
- Technical noise

(Marks: 04x02=08)

(iii) **Explain three ideologies that can be used in media criticism.**

- **Marxist Criticism:**

  This approach interprets media productions as being constructed to serve the interests of privilege and power within a capitalist society.

- **Psychoanalytic Criticism:**

  This criticism evaluates media content from a psychological perspective. It focuses on how media messages cater to hidden sentiments and explores the underlying meanings of media consumption, questioning how thoughts and feelings contribute to stress.

- **Feminist Criticism:**

  This critique is based on issues of sexism and women's rights. It challenges the media's portrayal of women, including concerns over representations of women's body image and the reasons behind portraying women as underweight. It also addresses the commodification of women in media content.

  (Marks: 04x03=12)

(iv) **"The social impact caused by social media is both positive and negative." Explain two positive and two negative effects separately, with examples.**

Positive Impacts:

- Creating an active receiver.
- Ability to share individual creativity.
- Understanding of existing conditions/statuesquo.
- Ability to Easily and directly propagate contradictory attitudes.
- Utility in educational activities.
- Efficient and low-cost information exchange.
- Promotion of business activities and branding.
- Applicability to the distance learning process.
- Providing an alternative medium
- instant responding.
- Enhancing of social relationships

Negative Impacts:

- Causing of mental and social trauma
- Being persuaded towards violence activity.
- Privacy issues.
- Incidents of cyber bullying/cyber-crime.
- Circulation of forged/fake/false information.
- Maintenance of fake accounts.
- Prevalence of personal insults/defamation.
- Inclination towards obscene program and content.

Marks –
Positive 04x02 = 08
Negative 04x02 = 08

16

7. An expert preparing a regional development project needed information regarding certain government institutions.

   (i) Name two types of information that cannot be obtained (exceptions) from institutions under the Right to Information Act.

   • Information related to privacy.

   • Information threatening state security.

   • Information detrimental to Sri Lanka's international relations and its related agreements.

   • Private medical records.

   • Documents not approved by the Attorney General's Department.

   • Confidential information related to examinations.

   • Commercial secrets protected under intellectual property act.

   (Marks: 02x02=04)

   (ii) A questionnaire was prepared to obtain information from the public. Explain two facts in brief, that should not be practised when preparing a questionnaire.

   • asking questions that tend to show partiality
   • questioning with an assumption in mind.
   • ambiguous/confusing questions
   • causing circumstances that lead the respondent to inconvenience.
   • asking the repetitive questions.
   • Not paying attention to the flow and the sequencing of questions
   • Not paid attention to the order of priority of questions.
   • long drawn questions

   (Marks: 04x02=08)

   (iii) Conflicts can arise when implementing a development project. Describe three steps that are followed in conflict resolution.

   • Understanding the conflict
   • Communicating with the opposition or opponent parties.
   • Presenting the needed / practical suggestions
   • Selecting the best suggestion
   • Using a third-party Mediator
   • Finding alternative issues
   • Attempting to reach the win – win situation which is acceptable to both parties.

   (Marks: 04x03 =12)

> (iv) Media convergence affects the process of disseminating development information within a society. Explain media convergence with reference to the following media.
> (a) Newspaper
> (b) Radio
> (c) Television
> (d) Cinema

Newspaper

- Responding instantly
- Instantly accessing information
- The ability to share content
- Utilizing newspaper headlines in various formats, such as videos, photos, and audio tapes
- Using past newspaper articles as references
- Downloading the required information
- Classifying information according to its nature
- Retrieving information based on receiver interests/preference

Radio

- The ability to listen to both local and foreign channels.
- Channel specialization, such as sports and music.
- The capability for instant responses.
- The option to share content.
- The ability to download content for offline listening.
- Integration with national, international, regional and community radio services.
- Access to visual radio and web radio platforms.

Television

- Watching local and foreign channels.
- Access to specialized/narrowcasting channels.
- The ability to respond immediately.
- The capability to share content.
- The option to download content.
- The opportunity to watch TV dramas, cartoons, telefilms, and more through YouTube.

Cinema

- The ability to watch both local and foreign films. Exposure to movies from various languages and cultures.
- The option to select movies from different categories/genres
- Watching movies based on personal interest.
- The capability to download movies for offline viewing.
- The opportunity to create and upload content.
- The ability to watch movies on demand through Over-the-Top (OTT) platforms.

Full marks are awarded if convergence is discussed in relation to the points mentioned above or through other relevant aspects of each medium.

(Marks: 04x04=16)