

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  
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අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2025(2026)  
கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2025(2026)  
General Certificate of Education (Ord. Level) Examination, 2025(2026)

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය I, II  
தொடர்பாடலும் ஊடகக்கற்கையும் I, II  
Communication and Media Studies I, II

පැය තුනයි  
மூன்று மணித்தியாலம்  
Three hours

අමතර කියවීමේ කාලය මිනිත්තු 10 යි  
மேலதிக வாசிப்பு நேரம் - 10 நிமிடங்கள்  
Additional Reading Time - 10 minutes

Use additional reading time to go through the question paper, select the questions and decide on the questions that you give priority in answering.

### Communication and Media Studies I

#### Instructions:

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

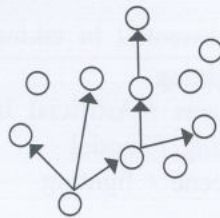
1. An early method of communication in pre-historic era was
  - (1) cave paintings.
  - (2) oral language.
  - (3) hieroglyph.
  - (4) alphabet.
2. In which communication type is lighthouse strategy used?
  - (1) Mass communication
  - (2) Interpersonal communication
  - (3) Intrapersonal communication
  - (4) Group communication
3. Who is considered to be the pioneer in commencing a radio service in Sri Lanka?
  - (1) John N. Lampson
  - (2) Sir Hugh Clifford
  - (3) Edward Harper
  - (4) William Henry Manning
4. What is the most suitable print media through which a certain piece of information can be communicated directly to a specific person?
  - (1) Newspaper
  - (2) Magazine
  - (3) Poster
  - (4) Leaflet
5. Receiving different messages through the five senses and understanding them is called
  - (1) socialization.
  - (2) perception.
  - (3) semantic noise.
  - (4) taste.
6. In order to read between the lines of a media message, the receiver is supported by
  - (1) the critic.
  - (2) the editor.
  - (3) the gate-keeper.
  - (4) the commentator.
7. What is the most suitable way to report information that is added with humour and sarcasm in newspaper medium?
  - (1) News
  - (2) Editorial
  - (3) Cartoon
  - (4) Feature article
8. What is a community radio service?
  - (1) Mahanuwara
  - (2) Ruhunu
  - (3) Rajarata
  - (4) Mahaweli
9. A minimum contribution is given in executing the daily duties efficiently in an office by
  - (1) calculator.
  - (2) official stamp machine.
  - (3) cash register.
  - (4) postal stamp machine.

10. The basis of maintaining the early electronic media in Sri Lanka was  
 (1) competition. (2) commercial objectives.  
 (3) selected receivers. (4) entertainment and education.
11. What is **not** relevant to news values is  
 (1) timeliness. (2) proximity.  
 (3) normality. (4) relevancy.
12. What is considered as an electronic device among the tools given below?  
 (1) flip chart (2) bulletin board  
 (3) interactive board (4) magnetic board
13. Among the media that we use, more support for the enhancement of imagination is given by  
 (1) newspaper and radio. (2) radio and cinema.  
 (3) cinema and television. (4) television and radio.
14. In the procession, when the speed of spinning the fireballs is increased, it appeared as one ring of fire. The scientific concept which caused it was  
 (1) persistence of vision. (2) perception.  
 (3) media noise. (4) imagination.
15. A popular search engine on the internet is  
 (1) WhatsApp. (2) Google. (3) LinkedIn. (4) Facebook.
16. Consider the following characteristics.  
 ● Language is formal  
 ● There are standard models for certain occasions  
 ● Standard grammatical methods are used  
 What is the form of communication which includes above characteristics?  
 (1) Written communication (2) Oral communication  
 (3) Audio communication (4) Visual communication
17. Who is **not** an owner of a private newspaper institution?  
 (1) D.R. Wijewardena (2) Anil Wijewardena  
 (3) Upali Wijewardena (4) Ranjith Wijewardena
18. Select the most accurate statement about news.  
 (1) It uses the inverted pyramid model.  
 (2) It is a creative composition.  
 (3) It includes an introduction at the beginning.  
 (4) It ends with a conclusion.
19. UNESCO communication expert Paul De Maeseneer introduced  
 (1) theory on the persistence of vision.  
 (2) equation on the credibility of a news.  
 (3) mathematical formula on communication.  
 (4) communication classification based on numbers of persons.
20. The world famous cinema personality shown in this image is  
 (1) Thomas Alwa Edison.  
 (2) Guglielmo Marconi.  
 (3) John Logie Baird.  
 (4) Charlie Chaplin.



21. The most suitable and fastest method to respond to a live television program is  
 (1) telephone call. (2) email.  
 (3) postcard. (4) letter.

22. What is the newspaper category that has currently ceased printing in Sri Lanka?  
 (1) Children's newspapers (2) Educational newspapers  
 (3) Comic newspapers (4) Women's newspapers
23. To which of the following categories do John Lock, John Milton, George Stuart Mill and Thomas Jeffersan belong to?  
 (1) Journalists (2) Literary artists  
 (3) Cinema personalities (4) Reformists
24. Several opinions of students on social media are given below.  
 Shashika : Information on social media spreads fast  
 Rishi : There are good information. But there are lot of fake information  
 Nadee : Yes, if it is not used responsibly it harms yourself and the society  
 Correct opinions on social media are given by  
 (1) only Shashika and Nadee. (2) only Rishi and Shashika.  
 (3) only Nadee and Rishi. (4) all three of Shashika, Rishi and Nadee.
25. Consider the following illustration.



Above illustration depicts

- (1) single strand chain. (2) probability chain.  
 (3) cluster chain. (4) gossip chain.
26. The ability to understand the strategies of persuading the receiver by media is directly related to  
 (1) advertising. (2) media criticism.  
 (3) field of experience. (4) critical receivership.
27. Photographs taken on film sets are mainly used to  
 (1) keep as souvenirs of actors. (2) maintain the continuity of filming.  
 (3) create the poster of the film. (4) release special occasions to media.
28. At present, there are female presenters along with male presenters often seen in electronic media programmes. The concept which is close to this context is  
 (1) democracy. (2) humanity. (3) gender. (4) citizenship.
29. Select the correct statement on radio services that can be listened through Internet.  
 (1) Involves a complex process.  
 (2) comparatively cheap method.  
 (3) Only short waves are used.  
 (4) Electro magnetic waves are efficiently used.
30. "Photographs that are captured before or after the exact moment are not successful." This statement is mostly related to a situation where  
 (1) a photograph is taken of cutting a cake on a birthday.  
 (2) a photograph is taken for a newspaper feature article.  
 (3) a photograph is taken at the last moment of a running event.  
 (4) a group photograph is taken during an educational trip.

31. What is the situation in which the ethical basis is protected in publishing a photograph in a newspaper?
- (1) creating photographs with Artificial Intelligence (AI) and provide them to the newspaper.
  - (2) providing photographs taken from the internet to the newspaper.
  - (3) reporting in a way using photographs that reveal the identity of the victims of an accident.
  - (4) using the creations of another photographer with his permission.
32. The institution established to look into the damage caused to a person by a medium is
- (1) Human Rights Commission of Sri Lanka.
  - (2) Press Complaints Commission of Sri Lanka.
  - (3) Public Performance Board.
  - (4) Editor's Guild of Sri Lanka.
33. What is the most accurate statement about D.M. Colombage?
- (1) He was a pioneer in commencing the television in Sri Lanka.
  - (2) He was a pioneer in commencing the radio in Sri Lanka.
  - (3) He was the first radio announcer in this country.
  - (4) He was an experienced newspaper journalist in this country.
34. What are the basic components which are essential in taking a photograph.
- (1) model / camera-person / camera / lighting
  - (2) camera-person / camera / expected scene / Artificial Intelligence
  - (3) mobile phone / camera-person / lighting / model
  - (4) camera-person / camera / expected scene / lighting
35. The provincial journalist of a media institution
- (1) is entitled to promotions and benefits of the media institution.
  - (2) provides full-time service to the media institution.
  - (3) obtains payments relevant only to the service provided.
  - (4) ends media activities on retirement.
36. Consider the following statements.
- There should be a screen at the front
  - Can be operated with a remote control
  - Can watch videos
- Above statements are related to
- (1) multimedia projector.
  - (2) slide projector.
  - (3) overhead projector.
  - (4) visual processor.
37. In Shannon-Weaver mathematical communication formula, the term 'noise' means
- (1) converting the message into signals and transmit it.
  - (2) signals are converted again to messages and received by the receiver.
  - (3) the receiver cannot grasp the message correctly.
  - (4) the message consists only of signals and symbols.
38. The main role of the media critic is
- (1) provide the sources required for messages.
  - (2) establish the connection between media and receiver.
  - (3) make the receiver aware of media ethics.
  - (4) introduce the real nature of the messages to the receiver.



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தொடர்பாடலும் ஊடகக்கற்கையும்	I, II
Communication and Media Studies	I, II

### Communication and Media Studies II

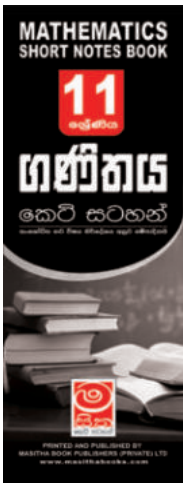
- \* Answer **five** questions in all, including question No. 1 and **four** others.
- \* Question No. 1 carries **20** marks, and other questions carry **10** marks each.

1. Communication was a key factor in the gradual transformation of the primitive human of the hunting era to a global man.
  - (i) Name **two** traditional visual communication methods.
  - (ii) Write **two** special features of interpersonal communication.
  - (iii) Mention **two** basic functions of language.
  - (iv) Name **two** sound media used by the man who lived in the traditional society.
  - (v) Write **two** ways of classifying newspaper according to the term of publication.
  - (vi) State **two** weakness of radio media.
  - (vii) Name the **two** state television institutions functioning in Sri Lanka.
  - (viii) State **two** factors related to the nature of new media.
  - (ix) State **two** ethics you follow when using the computer.
  - (x) Name **two** social media networks you use in exchanging information.
2.
  - (i) What is the term used to identify the receiver in newspaper medium?
  - (ii) Describe in short about passive receiver.
  - (iii) Describe the following formats at the newspaper content.
    - (a) news
    - (b) feature articles
    - (c) advertisements
  - (iv) Explain the nature of mass communication under **four** key points.
3. During a natural disaster some rural areas can be isolated because of the inability to obtain information due to disruption of transport, electricity and telephone services.
  - (i) What is the main mass medium through which information can be obtained swiftly during a disaster?
  - (ii) Write **two** facts relevant to the social need of obtaining information.
  - (iii) Explain in brief **three** effects that can be caused to the society by mass media.
  - (iv) Describe **four** facts that need to be paid attention when gathering information.

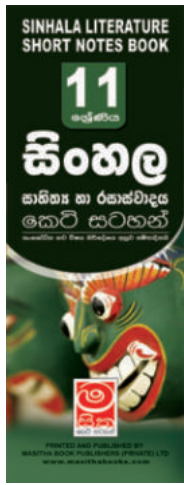
4. "Media guide the society" is the theme of the school media festival this time.
- Around which social institution does the storyline revolves in most of the teledramas telecast on television at present.
  - Name **two** types of creations known as 'work' in Intellectual Property Act.
  - Describe in brief **three** characteristics of a electronic newspaper.
  - Discuss the following **two** functions of mass communication
    - persuasion
    - entertainment
5. The South Asian Senior Athletic Games were concluded in India making the Sri Lankan sports fans elated. We were able to watch the special occasions live on mass media and new media.
- To which communication type does the television medium belongs to?
  - Write **two** benefits of media convergence.
  - Describe in brief, the importance of following features of the television medium in relation to the above event.
    - audio-visuality
    - proximity
    - liveliness
  - Describe the way in which the following programme models can be used in reporting the above games through television separately.
    - News and current affairs
    - Documentaries
6. A piece of information shared by Sasha to Masha went viral as a wildfire.
- What is the informal communication model relevant to spreading the piece of information as above?
  - Name **two** media tools that can be used in exchanging information between each others.
  - Describe in short **three** features of informal communication.
  - Describe the role of the following sections of a radio station.
    - Programme section
    - Advertising section
7. It is important to be creative as well as ethical in communication at present.
- State **two** features a professional photographer should possess.
  - Describe in brief **two** sources required for the communication task.
  - Describe in brief **three** methods of creative expression used in communication.
  - Write an essay using **100-150** words on "Protection of artists and Intellectual Property Act".

\* \* \*

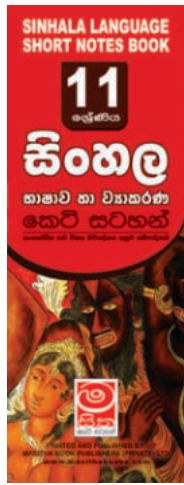
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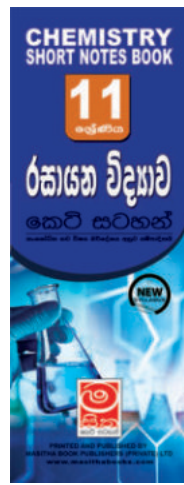
Rs : 300



Rs : 300



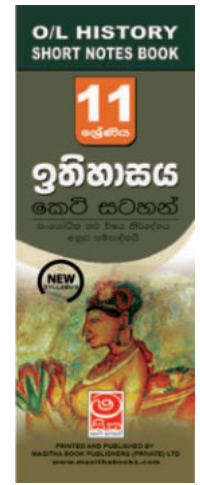
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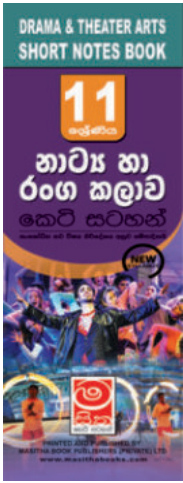
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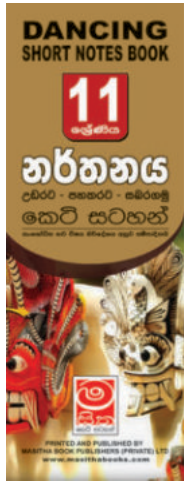
Rs : 300



Rs : 350



Rs : 300



Rs : 300



Rs : 200



Rs : 200



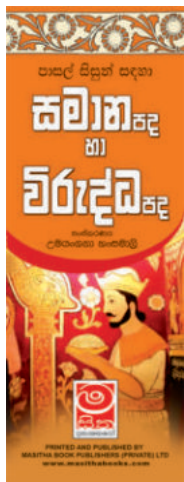
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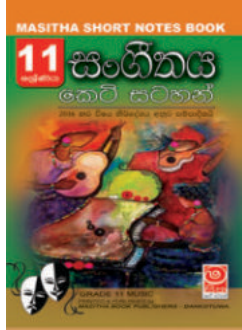
Rs : 250



Rs : 300



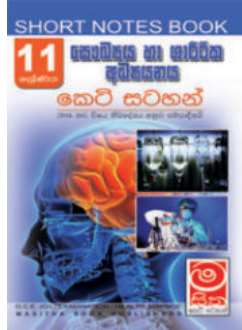
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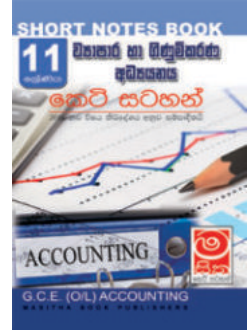
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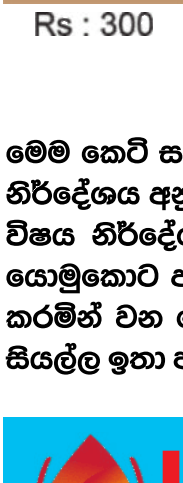
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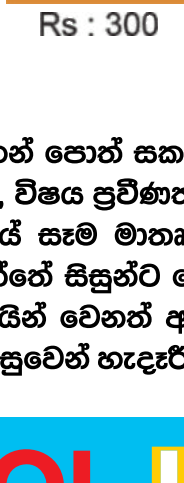
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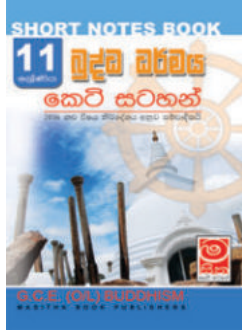
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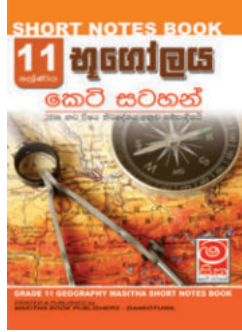
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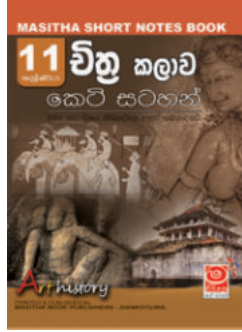
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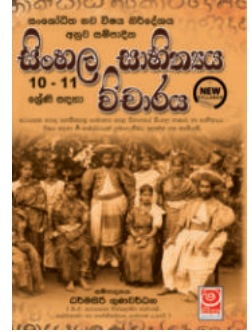
Rs : 200



Rs : 200



Rs : 250



Rs : 650

මෙම කෙටි සටහන් පොත් සකස් කොට ඇත්තේ ජාතික අධ්‍යාපන ආයතනය මගින් සම්පාදනය කොට ඇති නව විෂය නිර්දේශය අනුව, විෂය ප්‍රවීණත්වයෙන් යුත් සම්පාදක මණ්ඩලයක් විසිනි, එහෙයින් මෙහි අන්තර්ගත සියලු සටහන් එම විෂය නිර්දේශයේ සෑම මාතෘකාවක්ම ආවරණයකොට තිබේ. මෙම ග්‍රන්ථ සම්පාදනය කිරීමේ දී පූර්ණ අවධානය යොමුකොට ඇත්තේ සිසුන්ට මෙන්ම ගුරුවරුන්ට ද අවශ්‍යයෙන්ම මතකයේ තබා ගත යුතු සියලු කරුණු අන්තර්ගත කරමින් වන හෙයින් වෙනත් අතිරේක ග්‍රන්ථ පරිභරණයකින් තොරව වුවද අදාළ විෂය නිර්දේශයේ වැදගත් කරුණු සියල්ල ඉතා පහසුවෙන් හැඳුරීමේ මෙන්ම මතකයේ රඳවා ගැනීමේ හැකියාව ද ලැබෙනු ඇත.



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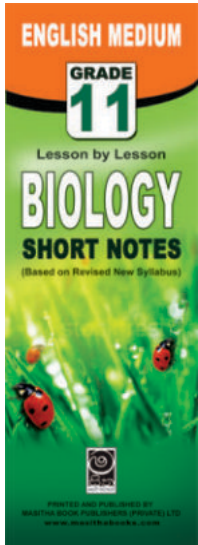
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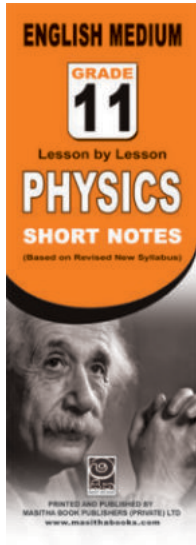
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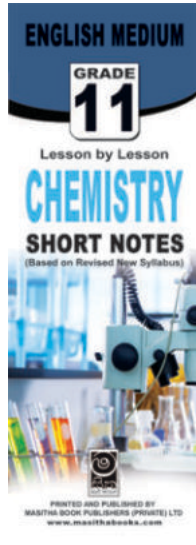
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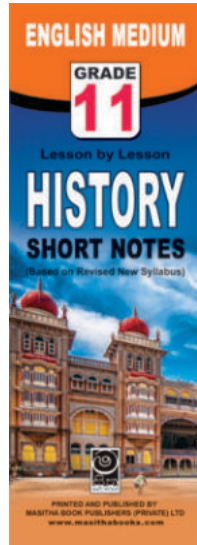
Rs : 180



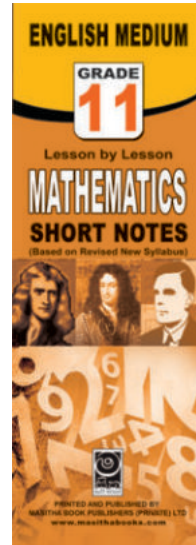
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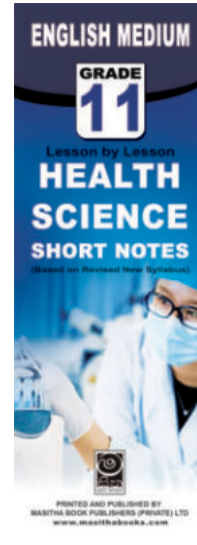
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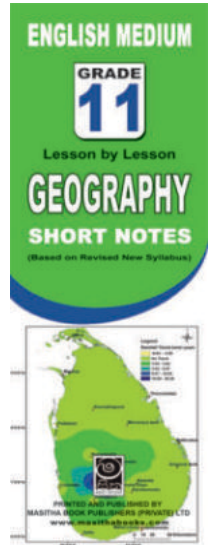
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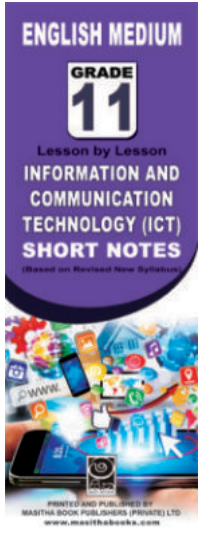
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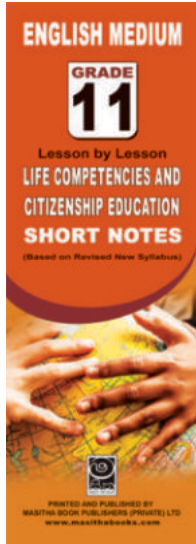
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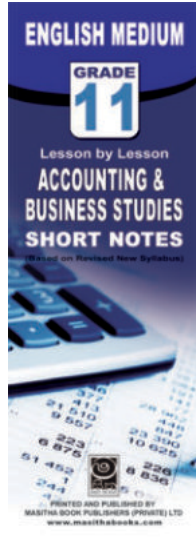
Rs : 180



Rs : 180



Rs : 180



Rs : 180

මෙම කෙටි සටහන් සොත් සකස් කොට ඇත්තේ ජාතික අධ්‍යාපන ආයතනය මගින් සම්පාදනය කොට ඇති නව විෂය නිර්දේශය අනුව, විෂය ප්‍රවීණත්වයෙන් යුත් සම්පාදක මණ්ඩලයක් විසිනි, එහෙයින් මෙහි අන්තර්ගත සියලු සටහන් එම විෂය නිර්දේශයේ සෑම මාතෘකාවක්ම ආවරණයකොට තිබේ. මෙම ග්‍රන්ථ සම්පාදනය කිරීමේ දී පූර්ණ අවධානය යොමුකොට ඇත්තේ සිසුන්ට මෙන්ම ගුරුවරුන්ට ද අවශ්‍යයෙන්ම මතකයේ තබා ගත යුතු සියලු කරුණු අන්තර්ගත කරමින් වන හෙයින් වෙනත් අතිරේක ග්‍රන්ථ පරිහරණයකින් තොරව වුවද අදාල විෂය නිර්දේශයේ වැදගත් කරුණු සියල්ල ඉතා පහසුවෙන් හැදෑරීමේ මෙන්ම මතකයේ රඳවා ගැනීමේ හැකියාව ද ලැබෙනු ඇත.

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