

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

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2026
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2026
 General Certificate of Education (Adv. Level) Examination, 2026

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය I
 தொடர்பாடலும் ஊடகக் கற்கையும் I
 Communication and Media Studies I

29 E I

පැය දෙකයි
 இரண்டு மணித்தியாலம்
 Two hours

Instructions:

- * Answer **all** the questions.
- * Write your **Index Number** in the space provided in the answer sheet.
- * Instructions are given on the back of the answer sheet. Follow those carefully.
- * In each of the questions **1** to **50**, pick one of the alternatives from (1), (2), (3), (4), (5) which is **correct** or **most appropriate** and **mark your response on the answer sheet with a cross** (×) in accordance with the instructions given on the back of the answer sheet.

1. The basic element of communication to which the eye and ear belong is
 - (1) Receiver.
 - (2) Encoding.
 - (3) Channel.
 - (4) Communicator.
 - (5) Decoding.
2. The world's first ever university that started communication studies as an academic subject is
 - (1) Oxford.
 - (2) Illinois.
 - (3) Cambridge.
 - (4) Harvard.
 - (5) Sorbonne.
3. 'Lankalokaya' which marks a milestone in the history of newspapers in Sri Lanka was started in
 - (1) 1802.
 - (2) 1834.
 - (3) 1860.
 - (4) 1862.
 - (5) 1866.
4. Which of the following belongs to machine assisted inter-personal communication?
 - (1) Radio
 - (2) Loudspeaker
 - (3) Television
 - (4) Telephone
 - (5) Projector
5. Who explained communication as a continuous process in communication models?
 - (1) Harold D. Lasswell
 - (2) Aristotle
 - (3) Warren Weaver
 - (4) Claude Shannon and Warren Weaver
 - (5) Wilbur Schramm and Charles Osgood
6. The main medium that employs voice, music and silence creatively is
 - (1) Cinema.
 - (2) Television.
 - (3) Radio.
 - (4) Social Media.
 - (5) Audio-visual medium.
7. When preparing media policies, the most important element is
 - (1) the governing framework of the country.
 - (2) the constitution.
 - (3) the Ministry of Mass Media.
 - (4) the Universal Declaration of Human Rights.
 - (5) the Media Ownership.

8. Select the media field that the receiver actively contributes to the development of the content.
 - (1) Print media
 - (2) Film medium
 - (3) Radio medium
 - (4) Television medium
 - (5) Social media
9. Which of the following option does **not** include only the key elements of the communication process?
 - (1) Channel, filters and context
 - (2) Communicator, context and noise
 - (3) Effect, field of experience and channel
 - (4) Context, encoding and feedback
 - (5) Encoding, message and field of experience
10. In a news, more room for the use of creative language is found
 - (1) in the first paragraph.
 - (2) in the headline.
 - (3) when citing sources.
 - (4) in elaborating the incident.
 - (5) in the last paragraph.
11. Who mentioned about the source of information in a communication model?
 - (1) Wilbur Schramm
 - (2) Aristotle
 - (3) Harold D. Lasswell
 - (4) Osgood and Schramm
 - (5) Shannon and Weaver
12. User-friendliness, trust, respect, common acceptance and public goodwill can be seen in
 - (1) mass communication.
 - (2) social media communication.
 - (3) formal communication.
 - (4) public communication.
 - (5) traditional communication.
13. Adjusting to changing sociocultural conditions means
 - (1) literacy.
 - (2) socialization.
 - (3) surveillance.
 - (4) mass culture.
 - (5) diversion.
14. The media noise is basically caused by the deficiencies of
 - (1) the receiver.
 - (2) the environment.
 - (3) the signal.
 - (4) hearing.
 - (5) the communicator.
15. The perspective of a newspaper is expressed through its
 - (1) advertisements.
 - (2) news.
 - (3) columns.
 - (4) feature articles.
 - (5) editorial.
16. A larger audience is segmented into comparatively small target groups in
 - (1) media convergence.
 - (2) demassification.
 - (3) deregulation.
 - (4) consumerism.
 - (5) self-determination.
17. The transmitter is included as a key component in
 - (1) Aristotle model.
 - (2) Lasswell model.
 - (3) Shannon-Weaver model.
 - (4) Schramm-Osgood model.
 - (5) HUB model.
18. As a solution to poverty, extending the capitalist values and minimizing the expansion of communism were proposed by
 - (1) Theory of Modernization.
 - (2) Theory of Dependency.
 - (3) the UNESCO.
 - (4) Dudley Seers.
 - (5) Everett M. Rogers.

19. "When an invisible audience is addressed through a certain media, it is identified as mass media." This definition is found in
 (1) Sumangala Dictionary. (2) HUB model.
 (3) MacBride Report. (4) Oxford Dictionary.
 (5) Edward Sapir's Definition.
20. Who highlighted the importance of developing the relationship between communication and social structure in development communication?
 (1) Srinivas Melkote (2) Silvio Waisbord
 (3) Dudley Seers (4) Edgar Owens
 (5) Everett M. Rogers
21. The communication strategy used by the ancient scholars to recall and preserve historical knowledge is
 (1) summarization. (2) grouping.
 (3) creation. (4) drawing.
 (5) synthesis.
22. What is basically meant by the term 'National Development' is
 (1) reducing poverty, inequality and unemployment.
 (2) social, cultural, ethical and economic development.
 (3) satisfying mental, spiritual and materialistic needs.
 (4) practicing the concept of top-down hierarchy accepted by the Western scholars.
 (5) positive development of per capita income, national income and economic welfare.
23. The following are several facts regarding media regulation.
 A - Participation of scholarly researchers
 B - Establishment by law
 C - Possibility of being subjected to political influence
 Regulatory approach relevant to these facts is
 (1) self-regulation. (2) statutory regulation.
 (3) co-regulation. (4) deregulation.
 (5) in-house regulation.
24. An organized set of information stored in the human brain is called
 (1) knowledge structure. (2) personal locus.
 (3) media literacy. (4) emotional dimension.
 (5) communication skills.
25. Nimal decided to store his media experiences with photographs in a digital space, similar to a diary. What is the most appropriate format for this purpose?
 (1) Web Site (2) Podcast
 (3) Blogs (4) Vlogs
 (5) X/Twitter
26. When data is collected for a survey, what is most important in explaining them in a methodical and systematic manner?
 (1) Analysis (2) Interview
 (3) Research methodology (4) Presenting findings
 (5) Use of tables, charts and diagrams
27. The study of attitudes and behaviours of different cultures is called
 (1) popular cultural studies. (2) inter cultural studies.
 (3) global cultural studies. (4) mass cultural studies.
 (5) traditional cultural studies.

28. A book publisher had sponsored the media day of a government school. Which type of public relations does this occasion represent?
- (1) State public relations
 - (2) Institutional public relations
 - (3) Professional public relations
 - (4) Business public relations
 - (5) Media public relations
29. Intuition is
- (1) a skill acquired through learning.
 - (2) developed in relation to other's experiences.
 - (3) an inborn strength found in the eastern aesthetic appreciation.
 - (4) understanding about media and media technology.
 - (5) a basic feature of creativity presented by Leonardo da Vinci.
30. What is the term used to indicate the correlation between two numbers in a data analysis of a research?
- (1) Mode
 - (2) Median
 - (3) Mean
 - (4) Percentage
 - (5) Ratio
31. The main similarity between public relations and advertising is that it is
- (1) an informal communication.
 - (2) a management task.
 - (3) a marketing model.
 - (4) a persuasive process.
 - (5) an inter-personal relationship.
32. Which is **not** a characteristic of a critical receiver?
- (1) Possessing an inherent strength
 - (2) Examining the sources of information
 - (3) Not accepting messages as they are
 - (4) Possessing media literacy
 - (5) Understanding media illusion
33. The order of artists according to the fields of arts, literature and music respectively is
- (1) da Vinci, Beethoven and Tolstoy.
 - (2) Tolstoy, Shakespeare and Beethoven.
 - (3) Beethoven, da Vinci and Shakespeare.
 - (4) Shakespeare, Tolstoy and da Vinci.
 - (5) da Vinci, Shakespeare and Beethoven.
34. An Ombudsman is appointed for a media institution in
- (1) co-regulation.
 - (2) in-house regulation.
 - (3) deregulation.
 - (4) statutory regulation.
 - (5) self-regulation.
35. The process of presenting information to the receiver through electronic media is basically
- (1) regulated.
 - (2) creative.
 - (3) investigative.
 - (4) critical.
 - (5) transmitted.
36. The capability of the receiver to comprehend, accept, reject or remember a mass media message is acquired through
- (1) regulators.
 - (2) gatekeepers.
 - (3) filters.
 - (4) feedback.
 - (5) amplification of media.
37. The concept of 'Freedom of Expression' was first formally presented by
- (1) MacBride Report.
 - (2) UNESCO.
 - (3) The Federal Communication Commission.
 - (4) Universal Declaration of Human Rights.
 - (5) Rome Consensus on Communication for Development.

38. What basically contributes to the formation of a critical person is
- (1) intra-personal communication.
 - (2) inter-personal communication.
 - (3) group communication.
 - (4) public communication.
 - (5) mass communication.
39. After watching the television news bulletin, Kamal presented a selected piece of information to his schoolmates exactly as he watched it. The communication definition that describes the said phenomenon was suggested by
- (1) Wilbur Schramm.
 - (2) Harold D. Lasswell.
 - (3) Shannon and Weaver.
 - (4) Charles H. Cooley.
 - (5) Wimal Dissanayake.
40. Take the following statements into consideration.
- A* - Shallow, simple, mass produced.
B - Developed based on a supreme, sacred system of symbols.
C - Helps socialization by adopting to personal needs.
D - A creation that exists at present as a result of human social evolution.
E - Consists of advanced as well as moral and intellectual capabilities.
- Select the option that includes the cultural systems which represent the above statements respectively.
- (1) popular, traditional, media, global, classical
 - (2) media, popular, traditional, global, classical
 - (3) global, classical, popular, traditional, media
 - (4) classical, popular, traditional, media, global
 - (5) traditional, media, global, classical, popular
41. Public relations are more important when
- (1) promoting goods and services efficiently.
 - (2) mitigating the activities that harm the reputation of the organization.
 - (3) building media relationships and enhancing professionalism.
 - (4) attracting talented, experienced and efficient professionals.
 - (5) solving problems, winning goodwill and maintaining image.
42. When acquiring media literacy, the **least** importance is given to
- (1) aesthetic information.
 - (2) ethnic information.
 - (3) emotional information.
 - (4) perceptual information.
 - (5) ethical information.
43. The primary purpose of the Right to Information Act is to
- (1) ensure public's right to obtain information available in government institutions.
 - (2) ensure public's right to obtain information from media without any barrier.
 - (3) ensure the freedom of expression further and empower the right to information.
 - (4) introduce necessary provisions to regulate the issues that may arise regarding the national security.
 - (5) empower right to information from any institution without any barrier.
44. Which shot is used at the beginning of an audiovisual production to make the viewer aware of the background?
- (1) Medium Long Shot
 - (2) High angle Long Shot
 - (3) Establishment Shot
 - (4) Low angle Long Shot
 - (5) Medium Closeup Shot

45. Select the option that correctly matches the type of noise with its relevant description.
- (1) Environmental noise - occurs due to social, economic and cultural factors.
 - (2) Channel noise - occurs due to media content.
 - (3) Technical noise - could be seen in early eras.
 - (4) Semantic noise - occurs due to difficulty in message comprehension.
 - (5) Psychological noise - increase due to sensory perception.
46. Select the statement that is **not** relevant to the Intellectual Property Act, No. 36 of 2003.
- (1) It protects intellectual creations.
 - (2) Copyright is twofold encompassing both economic and moral.
 - (3) It consists of everything produced by creative human mind.
 - (4) The original ownership of economic rights depends on the nature of the authorship.
 - (5) Copyright is violated when a creation is quoted for the purpose of criticism or review.
47. What is contrary to feminist criticism is
- (1) Pointing out that women are portrayed stereotypically.
 - (2) Providing media contribution to share values associated with womanhood.
 - (3) Opposing the portrayal of women as sexual objects.
 - (4) Being concerned about women's issues that are distorted by the media.
 - (5) Rejecting to consider women's values.
48. Select the **incorrect** statement.
- (1) Advertising performs a management task.
 - (2) Folklore is the wisdom of ordinary people.
 - (3) People centred protection includes individual centred protection.
 - (4) Sweden was the first country to enact the right to information.
 - (5) In 1946, United Nations passed a resolution on right to information.
49. Consider the following statements regarding participatory democracy.
- A - Increase the citizens' political activism through the use of electronic technology.
B - Virtual political platforms can be used to increase the community participation.
- Of the above options
- (1) only A is correct.
 - (2) only B is correct.
 - (3) both A and B are incorrect.
 - (4) A confirms B.
 - (5) B confirms A.
50. The media reported that a patient admitted to a private hospital died due to the delay in giving first aid. The following are several actions taken by the hospital administration in this regard.
- A - Providing the information requested by the mass media quickly, through the telephone.
B - Issuing a press release.
C - Giving a statement in a press conference.
D - Conducting a one day free health camp under the name 'Suwa Sarana.'
- Select the option that includes the officers who can be assigned the responsibilities regarding the above activities, respectively.
- (1) Media Officer, Public Relations Officer, Event Manager, Media Spokesperson
 - (2) Public Relations Officer, Media Officer, Media Spokesperson, Event Manager
 - (3) Media Spokesperson, Public Relations Officer, Media Officer, Event Manager
 - (4) Media Officer, Public Relations Officer, Media Spokesperson, Event Manager
 - (5) Event Manager, Media Officer, Media Spokesperson, Public Relations Officer

සියලු ම හිමිකම් ඇවිරිණි/முழுப் பதிப்புரிமையுடையது/All Rights Reserved

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

29 E 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 you will answer and decide which of them you will prioritise.

Instructions:

* Answer **five** questions only. Each question carries **40** marks.

- Which Sri Lankan university was the first to start a department of Mass Communication? (04 marks)
 - State **four** points regarding the necessity of studying the subject of Communication and Media Studies. (08 marks)
 - Briefly describe **three** key functions of communication. (12 marks)
 - Comparatively explain the differences between inter-personal communication and mass communication in relation to the following key components. (16 marks)
 - communicator
 - receiver
 - noise
 - feedback
- Name the national cyber-security institution in Sri Lanka. (04 marks)
 - Briefly describe **two** strategies used in media public relations. (08 marks)
 - Explain the importance of using language creatively with reference to following media. (12 marks)
 - newspapers
 - cinema
 - Various trends are developed along with the evolution of media. Two such trends are given below. Explain them separately giving examples. (16 marks)
 - deregulation
 - commercialisation
- Communication plays a social role.
 - Who stated the idea that "Medium is the message"? (04 marks)
 - Briefly explain **two** distinctive characteristics of traditional communication. (08 marks)
 - Following are three characteristics that help to identify the nature of communication. Briefly describe each of them separately. (12 marks)
 - Communication is a process.
 - Communication is symbolic.
 - Communication is purposive.
 - Explain the following **two** points with reference to television programmes. (16 marks)
 - Features of popular culture
 - Features of global culture

[See page two]

4. While browsing the internet, Ravihari came across an article titled 'Step into a new world through new media.'
- Who first introduced the idea of World Wide Web (WWW)? (04 marks)
 - Briefly describe **two** features of virtual communication. (08 marks)
 - Explain **three** positive effects of social media. (12 marks)
 - Discuss **four** features of new media with examples. (16 marks)
5. (i) Name the scientist who first used the term 'culture' in the fields of Humanities and Social Sciences. (04 marks)
- Briefly describe the importance of a successful discussion in resolving a conflict, using **two** points. (08 marks)
 - Explain **three** aspects that should be considered when selecting a sample for a survey. (12 marks)
 - Explain the following two types of regulations separately, giving two special characteristics of each, with examples.
 - Self-regulation
 - In-house regulation
 (16 marks)
6. Imagine that you are participating in the task of collecting data in a survey conducted to evaluate the credibility of receivers regarding the messages presented by mass media.
- What is the printed publication which is bound-together and includes diverse information? (04 marks)
 - Briefly describe **two** features of newspaper medium. (08 marks)
 - Explain **three** disadvantages encountered when using the survey method. (12 marks)
 - Explain the following factors that are used to analyse a media message.

(a) Meaning	(b) Persuasion
(c) Bias	(d) Distortion

 (16 marks)
7. It was decided to stage a drama produced by students themselves to raise funds for the development activities of the school.
- What is the form of communication that includes gestures, postures and facial expressions? (04 marks)
 - Briefly describe the importance of localization in the development process, using **two** points. (08 marks)
 - Explain **three** methods that a creator can gain experiences. (12 marks)
 - If you are working as an event manager in the task of staging the drama, explain **four** responsibilities related to your role giving examples. (16 marks)

