

AL/2022(2023)/29/E-I

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ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව  
 இலங்கைப் பரீட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம்  
 Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka  
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අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2022(2023)  
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2022(2023)  
 General Certificate of Education (Adv. Level) Examination, 2022(2023)

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

1. What is the element of communication that conveys information from the communicator to the receiver?  
 (1) Field of experience (2) Message (3) Feedback  
 (4) Channel (5) Context
2. What occurs commonly in mass communication is  
 (1) circular communication.  
 (2) one-way communication.  
 (3) two-way communication.  
 (4) personal communication.  
 (5) positive communication.
3. What is the country that first legalised the right to information?  
 (1) Sweden (2) The United States of America (3) France  
 (4) India (5) Germany
4. Listening, speaking, imitating, and pronunciation are directly related to  
 (1) written communication. (2) verbal communication.  
 (3) oral communication. (4) formal communication.  
 (5) audio communication.
5. What is the local art form that is identified for the first time as an intangible cultural heritage of mankind by the UNESCO?  
 (1) Kolam (2) Sokari (3) Puppetry  
 (4) Nadagam (5) Rituals
6. Communication expands personal relationships, is not limited to a particular nation and transcends time. This idea was expressed by  
 (1) Charles Cooley. (2) Wilbur Schramm.  
 (3) Shannon and Weaver. (4) Charles Osgood.  
 (5) Harold D. Lasswell.
7. What is the component of a newspaper that highlights the writer's opinion and identity?  
 (1) The news (2) Feature articles  
 (3) Columns (4) Advertisement script  
 (5) Interviews

8. From which institution can the affected party seek justice when a newspaper violates ethical considerations?
- (1) Sri Lanka Press Council
  - (2) Associated Newspapers Ceylon Ltd.
  - (3) Department of Government Information
  - (4) Editors' Guild of Sri Lanka
  - (5) Ministry of Mass Media
9. Human attitudes and behaviours are most relevant to
- (1) group communication.
  - (2) inter-cultural communication.
  - (3) non-verbal communication.
  - (4) interpersonal communication.
  - (5) informal communication.
10. The customs in *Kolam* theatre mostly indicate the
- (1) folk tradition.
  - (2) simplicity in its structure.
  - (3) cultural context.
  - (4) thematic content.
  - (5) traditional practices.
11. The ability to both receive and give information indicates that communication is
- (1) diverse.
  - (2) a process.
  - (3) two way.
  - (4) inclusive of feedback.
  - (5) inclusive of effects.
12. What is the role of the Sri Lanka Press Council in the media process?
- (1) Gatekeeping
  - (2) Regulation
  - (3) Media amplification
  - (4) Feedback
  - (5) Censorship
13. Which of the following situation relates to the occurrence of the weakness known as semantic noise?
- (1) The presentation of the message.
  - (2) The selection of symbols.
  - (3) The role of the receiver.
  - (4) The use of technology.
  - (5) The process of listening.
14. What is the main feature of a creative work?
- (1) Repetitive exercise
  - (2) Variety
  - (3) Originality
  - (4) Performativity
  - (5) Diversity
15. What is central in media criticism is
- (1) the journalist.
  - (2) the message.
  - (3) the receiver.
  - (4) media literacy.
  - (5) the field of experience.
16. A teacher requested the students to focus on their subject matter and not to spend a lot of time on media in order to pass the exam. Here, the key factor that is conveyed to the students about media literacy is
- (1) personal locus.
  - (2) knowledge structure.
  - (3) skills.
  - (4) analysis.
  - (5) evaluation.
17. When an editor of a newspaper Mr. Rajaratna retired, he was appointed as the ombudsman of the same newspaper. His new role relates to
- (1) pre-regulation.
  - (2) co-regulation.
  - (3) statutory regulation.
  - (4) self-regulation.
  - (5) in-house regulation.

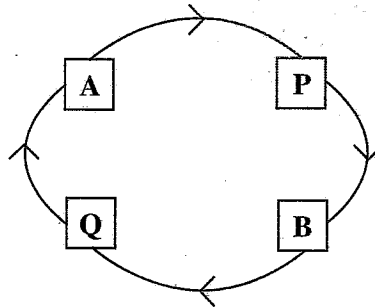
18. For what purpose did Britain introduce the Royal Charter in 1927?
- (1) To introduce radio broadcasting to Sri Lanka
  - (2) To introduce radio broadcasting to India
  - (3) To introduce television broadcasting in Britain
  - (4) To introduce the public service media concept
  - (5) To introduce news ethics
19. According to Wilbur Schramm, mass media consists of three roles. What are they?
- (1) Watchdog, gatekeeper and forum
  - (2) Forum, teacher and critic
  - (3) Critic, watchdog and gatekeeper
  - (4) Gatekeeper, forum and teacher
  - (5) Teacher, watchdog and forum
20. In a survey, the data obtained using a questionnaire are
- (1) primary raw data.
  - (2) quantitative secondary data.
  - (3) qualitative secondary data.
  - (4) secondary raw data.
  - (5) primary and secondary data.
21. Early warning issued on matters related to protection and disaster belong to
- (1) surveillance.
  - (2) persuasion.
  - (3) interpretation.
  - (4) correlation.
  - (5) socialization.
22. What is the implied aspect that is common to both the HUB and Osgood-Schramm models of communication?
- (1) Gatekeeping
  - (2) Regulating
  - (3) Field of experience
  - (4) Feedback
  - (5) Effect
23. Select the **incorrect** statement
- (1) Written communication is more appropriate for formal communication.
  - (2) Oral communication mostly takes place face to face.
  - (3) Verbal communication is not time consuming.
  - (4) Oral communication is often used in informal communication.
  - (5) Written and oral communication do not belong to verbal communication.
24. In order to give prominence to the character, the camera shot/angle that should be used when filming a scene where the protagonist in a movie walks out of the courthouse after winning the case is the
- (1) long shot.
  - (2) close-up.
  - (3) low angle.
  - (4) extreme long shot.
  - (5) high angle.
25. The basic requirement in media literacy is the
- (1) evaluation of the message.
  - (2) analysis of the message.
  - (3) interpretation of the message.
  - (4) synthesis of the message.
  - (5) acquisition of the message.
26. What is **least** important in media studies?
- (1) Media literacy
  - (2) Critical media usage
  - (3) Writing ability
  - (4) Understanding of media culture
  - (5) language proficiency
27. Through an article on the internet based on the newly appointed Prime Minister of India, Ravi manages to find information about his school, university, family and listen to his voice as well as watch a video about him. This process is
- (1) hypertextuality.
  - (2) automation.
  - (3) digitalization.
  - (4) networking.
  - (5) interactivity.

28. What is **least** likely to be considered as noise in interpersonal communication is  
 (1) headache. (2) happiness. (3) echo. (4) clarity. (5) horror.
29. Consider the following statements.  
 A - It is an extension of personal freedom.  
 B - Opinions can be expressed unilaterally according to one's own wish.  
 C - One can agree or disagree on information directed towards the receiver by the media in democratic societies.  
 Out of the above, the correct statement relevant to media freedom is  
 (1) only A. (2) only A and B. (3) only A and C.  
 (4) only B and C. (5) only C.
30. The sequential order of the steps that should be followed after collecting data in a survey is  
 (1) identifying the problem, analysing the data and arriving at conclusions.  
 (2) analysing the data, arriving at conclusions and writing the report.  
 (3) identifying the objectives, arriving at conclusions and writing the report.  
 (4) arriving at conclusions, analysing the data and writing the report.  
 (5) deciding the topic, analysing the data and arriving at conclusions.
31. The concept 'nothing should be hidden' in public relations is expounded by the  
 (1) Press Agency Model. (2) Publicity Model.  
 (3) Public Information Model. (4) Two-way Asymmetric Model.  
 (5) Two-way Symmetric Model.

● Questions from 32 - 34 are based on the information provided below.

Asha (A) gave Bhanu (B) a telephone call (P) to invite him for her birthday which is to be held on the first Sunday of next month. Bhanu (B) remembered that he was expecting relatives on that day and called back (Q) to decline the invitation politely.

This process can be illustrated using the following diagram



32. According to the above information P and Q basically consist of  
 (1) sounds. (2) words. (3) information. (4) symbols. (5) data.
33. Here, B → Q → A process is best described as  
 (1) encoding. (2) decoding. (3) transmitting.  
 (4) feedback. (5) receiving.
34. According to the Osgood and Schramm communication model, what is the sequential order of the process that takes place within (B)?  
 (1) Decoding, interpretation and encoding  
 (2) Encoding, decoding and interpretation  
 (3) Interpretation, encoding and decoding  
 (4) Encoding, interpretation and decoding  
 (5) Decoding, encoding and interpretation

35. Which is the most accurate statement regarding public relations and advertising?
- (1) Advertising is a management task.
  - (2) Persuasion is important only in advertising.
  - (3) Public relations is a marketing task.
  - (4) Promoting goodwill is expected in both public relations and advertising.
  - (5) Mass media is used both in advertising and public relations.
36. What is the **incorrect** statement about surveys?
- (1) Relatively, it takes a short time.
  - (2) Descriptive and in-depth answers can be obtained.
  - (3) Relatively it is cost effective.
  - (4) A large cohort of respondents can be used.
  - (5) Data can be quickly analysed using software.
37. A, B, C, D are important dates related to communication and these dates are named using 1, 2, 3, 4 which are not in order.
- |                                  |                            |
|----------------------------------|----------------------------|
| A . 13 <sup>th</sup> of February | 1. Literacy day            |
| B . 3 <sup>rd</sup> of May       | 2. Human rights day        |
| C . 8 <sup>th</sup> of September | 3. World radio day         |
| D . 10 <sup>th</sup> of December | 4. World press freedom day |
- Select the option that matches the above dates with the names, correctly
- (1) A1 , B2 , C3 , D4
  - (2) A2 , B3 , C4 , D1
  - (3) A4 , B2 , C1 , D3
  - (4) A3 , B4 , C1 , D2
  - (5) A4 , B3 , C2 , D1
38. The teacher emphasised the importance of introducing a web radio to transmit educational programmes targeting school children. The media trend which is relevant to this proposition is
- (1) media convergency.
  - (2) demassification.
  - (3) deregulation.
  - (4) diffusion of innovations.
  - (5) student centeredness.
39. After the Industrial Revolution, the Public Relations concept spread in Europe as a
- (1) phenomenon that connects the public and the industries.
  - (2) phenomenon that conforms the relations between the industries and the government.
  - (3) method of advertising to improve sales.
  - (4) marketing strategy to strengthen business links.
  - (5) process of conflict management between owners and workers.
40. The following are some of the ideas that were expressed in a debate about the Right to Information Act in Sri Lanka.
- Seetha - Access to information determines the ability to receive information with no hindrance.
- Roshan - The Act facilitates the public to ensure the transparency and openness of governance.
- Ramesh - Medical record of a person cannot be disclosed to another party without his/her written consent.
- Pushpika - The Right to Information Commission plays a major role in the appeals process.
- Mavan - The information is provided only considering the relevance to the applicant.
- From the above statements, the **irrelevant** idea about the Right to Information is expressed by
- (1) Mavan.
  - (2) Seetha.
  - (3) Roshan.
  - (4) Pushpika.
  - (5) Ramesh.

41. Pay your attention to the following themes and their description.

| Theme                  | Description                                                        |
|------------------------|--------------------------------------------------------------------|
| 1. Traditional culture | A. Consists of superficial simple mass scale products.             |
| 2. Folk culture        | B. Suppresses racial and national cultures.                        |
| 3. Popular culture     | C. A special category of information culture.                      |
| 4. Media culture       | D. Provides the foundation of the emergence of classical cultures. |
| 5. Global culture      | E. Built on superior system of symbols.                            |

When the themes and descriptions are matched, the accurate answer is

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

42. If the development of a country depends on the social, political, economic and cultural features and is a process performed by the citizens of the same country, it is

- (1) localization.
- (2) people-centredness.
- (3) poverty reduction.
- (4) socialisation.
- (5) building social relationships and equality.

43. In popular culture, what does mass media mostly highlight?

- (1) Aesthetic messages
- (2) Messages with educational values
- (3) Messages that highlight humanism
- (4) Messages that develop morals of the audience
- (5) Messages that include commercial benefits

44. What is the accurate statement about the role of the receiver?

- (1) The role of the receiver is static.
- (2) The receiver is always conscious.
- (3) The receiver cannot be a communicator.
- (4) Receiver literacy is diverse.
- (5) The field of experience of the receiver is broad.

45. Consider the following statements.

- A - Gives priority to programmes that change personal and public behaviour
- B - Improves relations associated with communication and social structure
- C - Provides solutions to human social problems through critical theories
- D - Strengthens centralised power

The statements that directly correspond with the ideas of Srinivas Melcote on communication for development are

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

46. In the classroom, Ramani expressed the following views on creative thinking.

- A - A creative work solely depends on self-experience.
- B - Imagination is used in creative work.
- C - Talent, repetitive practice and derivation are important.
- D - Flexibility towards new ideas is useful.

The true statements from the above are

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

47. According to the UNESCO, in order to minimize social distance and establish peace and equality in a country
- (1) the ownership of the media industry should be conferred to the state.
  - (2) media technology should be developed.
  - (3) communication policies should be formulated.
  - (4) knowledge on human rights should be improved.
  - (5) media ethics should be prepared.
48. Select the **incorrect** statement about Freedom of Speech and Expression in Sri Lanka.
- (1) It is limited to the citizens.
  - (2) It is accepted by the constitution.
  - (3) It is subordinate to the emergency law.
  - (4) At times, it is a fundamental right.
  - (5) It depends on the rights of others.
49. Consider the following situations:
- X – Requesting information regarding particulars of a loan provided by the National Film Corporation for the production of a movie called A.
- Y – Incorporating a movie clip that belongs to the Government Film Unit in a news item
- Select the option that indicates the accurate selection of Acts relevant to the above situations.
- (1) X – Intellectual Property Act and Y – Right to Information Act.
  - (2) X – Right to Information Act and Y – Intellectual Property Act.
  - (3) X – Public Performance Act and Y – National Film Corporation Act.
  - (4) X – National Film Corporation Act and Y – Public Performance Act.
  - (5) X – National Film Corporation Act and Y – Intellectual Property Act.
50. The following are some activities regarding public relations
- A - Maintaining relations between internal-external parties
- B - Managing political-elite relations
- C - Implementing Corporate Social Responsibility projects
- D - Maintaining relations with Heads of media institutions
- Select the choice that indicates the sequentially listed public relations situations relevant to the above activities.
- (1) business, media, institutional and state public relations
  - (2) institutional, state, business and media public relations
  - (3) media, institutional, state and business public relations
  - (4) state, business, media and institutional public relations
  - (5) institutional, state, media and business public relations

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Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka  
ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව  
இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரīட்சைத் திணைக்களம் இலங்கைப் பரīட்சைத் திணைக்களம் இலங்கைப் பரīட்சைத் 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, 2022 (2023)  
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2022 (2023)  
General Certificate of Education (Adv. Level) Examination, 2022 (2023)

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.

- The teacher emphasized the importance of the contribution of the media club to make the school prize giving a success.
  - Mention **two** informal communication situations that can take place between the teacher and the students in the ceremony related activities. (04 marks)
  - Describe briefly **two** advantages of using interpersonal communication while organizing the event. (08 marks)
  - This ceremony is a group communication situation. Describe **three** group communication methods that can be employed by the comperes in order to excel in their task. (12 marks)
  - It was decided to use the themes of folk art for different items of the ceremony. Describe with examples **four** occasions where folk art can be employed in the event. (16 marks)
- Name **two** specialities of virtual communication. (04 marks)
  - Describe briefly **two** factors that contribute to the development of audio communication skills. (08 marks)
  - "Television is an attractive medium". Explain this statement using **two** basic features of television. (12 marks)
  - Paying attention to the below four factors, write an article to a newspaper titled 'Popular Culture' in no less than 250 words.
    - includes superficial content
    - can be enjoyed by all
    - includes large scale production
    - has commercial purposes
 (16 marks)
- It is observed that Gossip operates in different communication strata.
  - What basic element of the communication process represents gossip? (04 marks)
  - Briefly describe **two** reasons as to why gossip is not considered as a form of formal communication. (08 marks)
  - "Some social media platforms operate based on gossip". Explain this, using the below features of social media as examples.
    - Creating the content
    - Participation
    - Exchange of content
 (12 marks)
  - You intend to conduct a survey on the impact of gossip websites on society and plan to use a questionnaire for data collection. Describe **four** main factors that should be taken into consideration when developing this questionnaire. (16 marks)

[See page two]

4. (i) There are many features related to media literacy. Name **two** basic features of media literacy as defined by the European Commission. (04 marks)
- (ii) The functions of mass media are diverse. Using one example for each of them, briefly describe how the below functions are operated.  
 (a) Interpretation  
 (b) Correlation (08 marks)
- (iii) Media literacy is a multi-dimensional concept. Explain in brief, the importance of the following dimensions in media usage.  
 (a) emotional dimension  
 (b) aesthetic dimension  
 (c) ethical dimension (12 marks)
- (iv) Two new trends of mass media in Sri Lanka are mentioned below. Explain how they operate, with examples.  
 (a) Using new modes of presentation  
 (b) Paying more attention to entertainment (16 marks)
5. Imagine that you have been appointed as a member of the organizing committee of the school anniversary celebration.  
 (i) Mention **two** reasons as to why event management is needed for the above function. (04 marks)  
 (ii) In case you function as the media officer, describe **two** tasks that you need to fulfil prior to the celebrations. (08 marks)  
 (iii) One of the objectives of the celebration is to produce a student with a high level of media literacy. Describe **three** benefits of improving media literacy as stated by James Potter. (12 marks)  
 (iv) Explain with examples **four** effects of social media that contribute to build a positive image about the school in society. (16 marks)
6. You have been given the opportunity to function as a data collector for a survey that examines the opinions of the public on the necessity of the regulation of mass media.  
 (i) State **two** advantages of the use of survey. (04 marks)  
 (ii) Describe the necessity of media regulation using **two** factors. (08 marks)  
 (iii) Explain **three** approaches to media regulation used in the world. (12 marks)  
 (iv) "Social media activities need to be regulated". Describe **two** factors for and **two** factors against this statement. (16 marks)
7. Imagine that you are the public relations officer of the Institute of National Community Development.  
 (i) Write down **two** designations that were used in the past for the public relations officer. (04 marks)  
 (ii) Briefly describe **two** situations in which the functions of the media officer are similar to that of the public relations officer of this organization. (08 marks)  
 (iii) Explain **three** steps that should be followed to minimize poverty within a community. (12 marks)  
 (iv) Based on the below factors, explain with examples, how communication can be used for development.  
 (a) need centredness  
 (b) building a healthy environment (16 marks)



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