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 கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2019 டிசெம்பர்
 General Certificate of Education (Ord. Level) Examination, December 2019

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

06.12.2019 / 0830 - 1140

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 மூன்று மணித்தியாலம்
 Three hours

අමතර කියවීම් 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

Note :

- Answer *all* questions.
- In each of the questions from 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 answer sheet provided.
- Further instructions are given on the back of the answer sheet. Follow them carefully.

- "Mountain range that can be seen far away through train's window is beautiful. It gives a happiness to the mind." This statement is relevant to
 - intrapersonal communication.
 - interpersonal communication.
 - group communication.
 - mass communication.
- The first newspaper of Sri Lanka is
 - Lankāloka.
 - Colombo Journal.
 - Udaya Tāraki.
 - Ceylon Government Gazette.
- In the newspaper Hard news can be seen mostly in
 - the first page.
 - the center page.
 - the last page.
 - a selected page.
- The most suitable group communication method for informing villagers about the school concert will be
 - through personal letters.
 - by advertising in a daily newspaper.
 - through distributing handbills from house to house.
 - through utilizing a vehicle with loud-speakers.
- A weakness of the radio medium is
 - being an instant medium.
 - reaching the listeners at once.
 - less geographical disturbances.
 - being a sound based medium.
- Who contributed out of the following to formulate the mathematical model of communication?
 - Edward Harper
 - Warren Weaver
 - Hugh Clifford
 - Harold D. Lasswell
- An example for non-verbal communication will be
 - singing a song.
 - conducting a sermon.
 - headline of a newspaper.
 - reading of letters of an alphabet.
- The entire summary of an incident relevant to news report is included in its
 - body.
 - lead.
 - end.
 - headline.

9. The task that is **not** relevant in writing a script while avoiding the weakness of 'hearing only once' in radio medium will be
- (1) use of punctual marks at the end of sentence.
 - (2) inclusion of technical guidelines in the script.
 - (3) use of a technical language.
 - (4) avoiding the use of abbreviations.
10. What is the formal communication model used to disseminate a message to many people while centering on an individual?
- (1) Circular
 - (2) Chain
 - (3) Y
 - (4) Wheel
11. Sri Lanka Rupavāhīnī Corporation was established in
- (1) 1976.
 - (2) 1979.
 - (3) 1980.
 - (4) 1982.
12. An act which is relevant to the creation of a code of ethics for media in Sri Lanka is
- (1) The Right to Information Act.
 - (2) Sri Lanka Press Council Act.
 - (3) Intellectual Property Act.
 - (4) Public Performance Act.
13. A projection equipment that can be used in the classroom without a computer will be
- (1) interactive board.
 - (2) multi media projector.
 - (3) flip chart.
 - (4) epdiscope adapter.
14. Though a photograph taken in the school colours awarding ceremony was seen very clearly in the camera screen, it was not clear in the computer screen. The reason for this matter would be
- (1) low resolution.
 - (2) inaccurate focusing.
 - (3) low shutter speed.
 - (4) higher film speed.
15. Control of the light during the process of exposure will be basically affected by
- (1) camera angle.
 - (2) depth of field.
 - (3) photo composition.
 - (4) shutter speed.
16. Media is an industry. A basic feature of it is
- (1) providing after sale services.
 - (2) preparation of messages according to the receiver opinions.
 - (3) distribution of dividends among receivers.
 - (4) taking sub-cultures into consideration.
17. The concept of gender is
- (1) traditional.
 - (2) sociological.
 - (3) biological.
 - (4) psychological.
18. Ownership of a media institution is represented by
- (1) media personnel.
 - (2) the public.
 - (3) advisers.
 - (4) directors.
19. Independent Television Network functions as
- (1) a state company.
 - (2) a state corporation.
 - (3) a private channel.
 - (4) a public organization.
20. Main components of a newspaper content will be
- (1) news, features and advertisements.
 - (2) news, editorial and photographs.
 - (3) news, cartoons and advertisements.
 - (4) news, columns and cartoons.
21. While you are reading a book in the reading hall of the library you get a call from an intimate to your mobile phone in the silent mode. The most appropriate response at a time like this will be
- (1) answering the call at the same moment.
 - (2) let the call be disconnected without answering.
 - (3) receive the call and say that you are busy.
 - (4) going out of the reading hall to answer the call.

22. Once a photograph is taken, it can be seen instantly
 (1) in digital photography. (2) in chemical photography.
 (3) in a file format. (4) in SLR cameras.
23. Accuracy + Balance + Clarity = Credibility.
 The above formula with regard to news reporting has been presented by
 (1) Charles Dana. (2) Paul De Maeseneer.
 (3) Milton Bush. (4) Gabriel Scade.
24. Sanjiva receives instructions to present information on the spot itself through radio broadcasting about the tree plantation programme in the school. What is the format that radio programme belongs to?
 (1) announcements (2) live commentary
 (3) eye witness accounts (4) news
25. Twofold rights of an author will be protected by the intellectual property act. They are
 (1) economic and social rights. (2) social and cultural rights.
 (3) cultural and moral rights. (4) moral and economic rights.
26. Activities such as page numbering, content preparation, arranging the first and final pages and designing the book cover of a publication are relevant to
 (1) finishing tasks of the publication. (2) type setting and page lay-out.
 (3) process of manuscript preparation. (4) printing and duplicating.
27. An instrument that transparencies can be projected will be
 (1) overhead projector. (2) multimedia projector.
 (3) slide projector. (4) interactive board.
28. What is not the responsibility of government with reference to the function of mass media out of the following?
 (1) censoring news and messages in an emergency
 (2) implementation of taxes on media under regulations
 (3) direct mediation always on media activities
 (4) informing the public about the inefficiency of the state
29. While a politician was addressing a political meeting, cheering was heard from the audience. What is the non-verbal communication 'space' represented by the listening audience?
 (1) social space. (2) private space. (3) friendly space. (4) common space.
30. The method that a printed letter can be sent fastly in the same form to a foreign country will be by
 (1) fax machine. (2) email. (3) a letter. (4) mobile phone.
31. Some of the rights that are included in the article 19 of the Universal Declaration of Human Rights are as follows.
 A - freedom to hold opinion
 B - freedom of opinions and right to expressions
 C - to receive and impart information and ideas through any media regardless of frontiers
 In comparing the above state of affairs with 14 (1) (a) sub constitution of the constitution of Sri Lanka (1978), correspond with
 (1) A. (2) B. (3) C. (4) A and B.
32. In an advertisement prepared for the purpose of selling a mamoty, a farmer working in the field and his wife carrying lunch was depicted. The most suitable concept for studying this situation is
 (1) Racism. (2) Gender.
 (3) Citizenship. (4) Human rights.

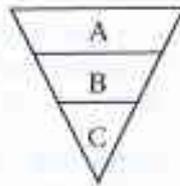
33. What is the statement that has the **minimum** relevance to the nature of new media out of the following?

- (1) There are no geographical boundary in it
- (2) It is with global expansion
- (3) It uses digital-media equipments
- (4) All receivers get the same message

34. Personal view can be included in the photography in

- (1) taking a news photograph by a journalist.
- (2) taking a photograph of a vehicle accident by an insurance agent.
- (3) taking a photograph of a crime scene by a police officer.
- (4) taking photographs by a photographer for an exhibition.

- The diagram indicates an inverted pyramid related to the news reporting of a newspaper. Answer question no. 35 and 36 using the diagram.



35. In this pyramid, the facts related to 5WH of the news should be included in

- (1) B.
- (2) C.
- (3) A and B.
- (4) B and C.

36. In the case of newspaper space the editor may exclude most probably

- (1) B.
- (2) C.
- (3) A and B.
- (4) B and C.

37. Except the communicator, remaining parts of the five main components in the communication model of Harrold D. Lasswell are respectively.

- (1) media, message, impact and receiver
- (2) impact, receiver, media and message
- (3) message, media, receiver and impact
- (4) message, receiver, media and impact

38. Select the **false** statement with reference to delivering a speech.

- (1) It is an example for a verbal communication setting.
- (2) Non-verbal communication instances can be seen in it.
- (3) Pronunciation always belongs to verbal communication.
- (4) Verbal communication will be strengthened by non-verbal communication.

39. Several features of tele-dramas are given below.

- A – many number of episodes are produced with low budget
- B – telecasting begins before the completion of production process
- C – shooting is done only inside the studios
- D – changing the theme from episode to episode

Out of the above features that depict the television mega drama is in

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

40. Following are three statements about Mīnā.

- A – Mīnā selects her fashion designs according to television programmes
- B – She takes early dinner to watch the reality programmes televised at night
- C – According to her opinion the modern fast-rhythm music is very interesting.

Select the choice that includes the media influences in order depicted by Mīnā as a receiver, respectively.

- (1) Behavioural change, setting of daily agenda, attitudinal change.
- (2) Setting of daily agenda, attitudinal change, behavioural change.
- (3) Attitudinal change, behavioural change, setting of daily agenda.
- (4) Behavioural change, attitudinal change, setting of daily agenda.



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 தொடர்புமட்டும் ஊடகக் கல்வியும் 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. The school principal expressed happily at the morning assembly that Nīlā's essay bearing the title "if it was possible to travel through the air " has been published in the children's newspaper 'Idiriya'.
 - (i) What is the communication type that helped Nīlā to write the essay according to the above theme.
 - (ii) What is the main communication form that the 'essay' belongs to?
 - (iii) Name another medium which belongs to the same communication type of the newspaper and published periodically.
 - (iv) What is the communication type that the school principal gets associated with?
 - (v) What is the term used in the newspaper report to introduce the 'theme'?
 - (vi) The content of a newspaper is presented through different formats. What is the format that this article belongs to?
 - (vii) If the above article has been published in a newspaper owned by the Government of Sri Lanka, what can be the name of that institute?
 - (viii) Nīlā expects to create a radio programme based on this article in the future. Propose **two** sound effects that she can use in that programme.
 - (ix) Nīlā's newspaper article has been photo copied and distributed among teachers to be exhibited in classrooms. Name **two** non-projectable media equipments they can use in this regard.
 - (x) The school principal has already expressed that Nīlā makes use of her imagination wonderfully in the media usage. Explain the 'imagination' briefly.
2. Amara telephoned her school friend Lakshmi and inquired about a lesson concerning audio visual aids which she missed.
 - (i) Name **two** special features of the format of radio phone-in programmes.
 - (ii) Explain **two** facts with reference to the need of dyadic communication.
 - (iii) Describe **three** ethics that should be observed by the two parties communicating through telephone.
 - (iv) Describe **four** benefits that can be obtained if Lakshmi had used email for communicating information relevant to the lesson.

3. Structure and content of audio-visual media are variant.
- What is the important concept for studying the way how man and woman are depicted in the tele-dramas?
 - Describe **two** ways by which the tele-dramas can be classified, based on episodes.
 - Describe **three** conditions that should be fulfilled in writing scripts for radio.
 - Discuss the influence of modern television commercial advertising on the basis of the following facts.
 - making aware of goods and services
 - depending on commercial sponsorship
 - mass scale commercial advertising and new consumer culture
 - importance of critical audience
4. Communication is known as a 'transaction' of information.
- Point out **two** common features in electronic newspapers used for modern information transaction.
 - The owner intends to use the closed circuit television camera for his business enterprise. Describe **two** benefits that can be gained through this.
 - Describe under **three** facts about the influence of information presented by mass media on the social life of the child.
 - Describe how two of the following facts become important in news reporting.

(a) accuracy	(b) balance
(c) clarity	(d) credibility
5. (i) What are soft news?
- Introduce briefly **two** parties involved in making management decisions of the state owned Sri Lanka Broadcasting Corporation.
 - Describe **three** occasions in which the information becomes important for a head of the media institution in his official duties.
 - Explain separately how the mass media will influence the society positively as well as negatively using following facts.

(a) consuming pattern	(b) tastefulness
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6. Prabhā who is a Sri Lankan citizen casted her maiden vote in the recent presidential election.
- Name **two** features possessed by a Sri Lankan citizen.
 - Introduce briefly **two** varieties of television programmes suitable for propaganda in a presidential election.
 - Digital photography is extremely suitable for covering a speech of a candidate on an election platform. Describe **three** reasons for it.
 - Explain the suitability of **four** non-projectable equipments that are appropriate for the use of election group meetings.
7. (i) What is Non-verbal communication?
- Name **two** methods used in written communication for giving information non-verbally.
 - Only a critical receiver can transpire the information contained in mass media. Explain **three** qualities possessed by such a receiver.
 - Explain the following methods of expressions which are used to communicate information creatively.
 - methods of visual expressions
 - methods of audio expressions