

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES - LEVEL 4
FINAL EXAMINATION – 2018/19
DSU4621/SSU2221 PARTICIPATORY COMMUNICATION FOR DEVELOPMENT
DURATION: THREE HOURS (03 HOURS)



Date: 05th January 2019

Time: 1.30 p.m.-4.30 p.m.

Answer only five (05) questions. All questions carry equal marks.

1. Critically explain some of the most dominant ideas rooted in the school of modernization and state why they have become a formidable challenge for the developing countries.
2. Cultural imperialism and the resultant consumption culture continue to impact the Third World strongly. Discuss
3. What are the commonalities of the Liberal /Capitalist and Marxist/Socialist models of development? Discuss
4. What are the key elements of Diffusion of Innovations as a process? Explain with examples.
5. Policy development should always be a consensual process. Explain with reference to Sri Lankan realities.
6. What is the significant of shifting conventional extension system to farmer-oriented extension system? Discuss
7. Explain why the four “Ps” in Social Marketing become so important.
8. Participation in community development programmes should not be taken for granted. Discuss.
9. Write short notes on any four (04) of the following:
 - a. Front-end Analysis in planning and production of communication materials
 - b. Site visit in Participatory appraisal
 - c. Significance of Gender Analysis
 - d. Monistic Emancipatory Model of Development
 - e. Mass media and public education

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