

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS) - LEVEL 3
FINAL EXAMINATION - 2016/2017
SSU1221 – INTRODUCTION TO COMMUNICATION THEORY & PRACTICE



DURATION: THREE HOURS (03 HOURS)

Date: 05th November 2016

Time: 09.30 a.m. to 12.30 p.m.

Instructions

- **Answer only FIVE (05) questions. All questions carry equal marks.**
- **All the answers must be correctly numbered.**
- **Illegible hand writings carry no marks.**

1. (a) Mass communication involves, sender, receiver and channel. Explain. (10 Marks)
(b) Conversation with one self can be compared to a selfie taken by a mobile phone. Discuss. (10 marks)
2. (a) Shannon and Weaver's Communication Model is connected with a receiver. Explain. (10 Marks)
(b) Name and explain the seven (7) components of the communication process. (10 Marks)
3. The act of understanding the recipient within his socio-cultural background is a complex process. Therefore, the communicator should have a good understanding of at least three dimensions of the recipient. Explain. (20 Marks)
4. (a) What is the special significance of 'I-Thou' attitude in communication? (10 Marks)
(b) What specific functions are played by the human face in the communication process? Explain. (10 marks)
5. (a) Explain what is meant by "Gate keeping" and "Agenda Setting". (10 Marks)
(b) What place have they got in the context of a news organization? (10 Marks)
6. Most countries of the world face constraints to development of mass media. Explain what these constraints are. (20 marks)
7. Space for alternative ideas and discourses will not be created by many governments, but should be won through struggles. Discuss what these struggles should aim at. (20 Marks)
8. (a) Modern Technology could affect our communication patterns in various contexts. (10 Marks)
(b) "Folklore and Folk media" have their relevance even today. Explain. (10 Marks)
9. Discuss the relevance of the following themes. (20 Marks)
 - (a) The Public Sphere.
 - (b) Tactics used in persuading People.
 - (c) Contest between occupational ideology and political ideology.
 - (d) Deficiencies of First Phase Models of Communication.