



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) – 2013/14

2017 April – June

Faculty of Social Sciences

Mass communication - MACO - E 2025

Development, Media usage, Institutions and Organizations

Answer five (05) questions only

No. of questions : 08

Time : 03 Hours

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01. 'Development is a confirmation of the sustainable survival of the human society.'
- Briefly introduce the 'Development' and describe what are the aims of development. (Marks 10)
 - Introduce four (04) development models based on different approaches to development. (Marks 10)
02. 'The objective of development communication has a superior effect than making an awareness and credibility on a variety of holders of the practice of development.'
- clarify significance of communication in development with related to development communication in development. (Marks 10)
 - Explain the results of the fundamental studies and researches of development communication of Wilbur Schramm, Daniel Lerner, Everett M. Rogerd and lthiel De Sola Pool and Lucian Pye. (Marks 10)
03. 'Development Communication is a set of creative activities and programmes'
- Introduce three (03) types of development communication programmes. (Marks 10)
 - Point out the fundamental aspects to set up practical development programme on selected development problems from one of the selected three types stated above. (Marks 10)
04. 'Development communication is both an Art and a Science.'
- Clarify the use of the development research in creating development communication programs. (Marks 10)
 - Explain the components of a development project using a relevant example. (Marks 10)

05. 'Contemporary development practice is conducted by both national and international organisations.'
- Describe the basic objective, structure and role of the selected local development organization. (Marks 10)
 - Analyse the effects of the international organization towards development countries using selected four (04) organisations. (Marks 10)
06. 'The growth of the Information Communication Technological (ICT) apparatuses has made a substantial impact on modern development practice.'
- Elaborate the significance of the New information Technology and Communication systems on Development using Asian Countries. (Marks 10)
 - 'Empowerment is a premier role of the development communication.' Point out using traditional forms of communication. (Marks 10)
07. 'Role of the Development Communication of Sri Lankan media has been dropped.'
- Discuss the role of the Sri Lankan media in the development communication. (Marks 10)
 - Describe the role of the radio in community development in introducing community media. (Marks 10)
08. **EITHER**
- What are the practical consequences of Sri Lankan development in both short term and long term. (Marks 20)
- OR**
- Write short notes on four (04) topics.
 - Social Marketing
 - Globalisation and Social Change
 - Participatory Rural Community
 - Development Support Communication (DSC)
 - Digital Divide and Post Colonialism
- (Marks 20)
