



University of Kelaniya – Sri Lanka
Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) – 2019

2023 August / September

Faculty of Social Sciences

Mass Communication (New/ Old Syllabus)

Development, Mass Media Usage, Institutes and Organizations^o MACO-E 2025

Answer only five (05) questions

No. of questions : 08

Time : 03 Hours

1. “Development is not limited to economic growth.” Explain with definitions.
2. Wilbur Schramm elaborates on the role of mass media in national development. Explain with examples.
3. The role of community radio in achieving rural development aspirations is unique. Discuss.
4. Explain what development projects are and prepare a suitable development project plan to solve a development problem.
5. “The United Nations, which was created for world peace, also acts for the development of states.” Analyze with examples.
6. Explain the importance of developmental communication research through different research dimensions.
7. Discuss how new media can be effectively used for development communication with examples.
8. Write notes on any two (02) of the following topics.
 - I. Traditional communication
 - II. Non-governmental organisations
 - III. Local development institutes
 - IV. Aims of development communication