

සියලු ම හිමිකම් ඇවිරිණි / முழுப் பதிப்புரிமையுடையது / All Rights Reserved]

ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව
இலங்கைப் பரீட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம்
Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka Department of Examinations, Sri Lanka
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අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2022 (2023)
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2022 (2023)
General Certificate of Education (Adv. Level) Examination, 2022 (2023)

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය II
தொடர்பாடலும் ஊடகக் கற்கையும் II
Communication and Media Studies II

29 E II

පැය තුනයි
மூன்று மணித்தியாலம்
Three hours

අමතර කියවීමේ 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 you will answer and decide which of them you will prioritise.

Instructions:

* Answer five questions only. Each question carries 40 marks.

- The teacher emphasized the importance of the contribution of the media club to make the school prize giving a success.
 - Mention **two** informal communication situations that can take place between the teacher and the students in the ceremony related activities. (04 marks)
 - Describe briefly **two** advantages of using interpersonal communication while organizing the event. (08 marks)
 - This ceremony is a group communication situation. Describe **three** group communication methods that can be employed by the comperes in order to excel in their task. (12 marks)
 - It was decided to use the themes of folk art for different items of the ceremony. Describe with examples **four** occasions where folk art can be employed in the event. (16 marks)
- Name **two** specialities of virtual communication. (04 marks)
 - Describe briefly **two** factors that contribute to the development of audio communication skills. (08 marks)
 - "Television is an attractive medium". Explain this statement using **two** basic features of television. (12 marks)
 - Paying attention to the below four factors, write an article to a newspaper titled 'Popular Culture' in no less than 250 words.
 - includes superficial content
 - can be enjoyed by all
 - includes large scale production
 - has commercial purposes
 (16 marks)
- It is observed that Gossip operates in different communication strata.
 - What basic element of the communication process represents gossip? (04 marks)
 - Briefly describe **two** reasons as to why gossip is not considered as a form of formal communication. (08 marks)
 - "Some social media platforms operate based on gossip". Explain this, using the below features of social media as examples.
 - Creating the content
 - Participation
 - Exchange of content
 (12 marks)
 - You intend to conduct a survey on the impact of gossip websites on society and plan to use a questionnaire for data collection. Describe **four** main factors that should be taken into consideration when developing this questionnaire. (16 marks)

4. (i) There are many features related to media literacy. Name **two** basic features of media literacy as defined by the European Commission. (04 marks)
- (ii) The functions of mass media are diverse. Using one example for each of them, briefly describe how the below functions are operated.
 (a) Interpretation
 (b) Correlation (08 marks)
- (iii) Media literacy is a multi-dimensional concept. Explain in brief, the importance of the following dimensions in media usage.
 (a) emotional dimension
 (b) aesthetic dimension
 (c) ethical dimension (12 marks)
- (iv) Two new trends of mass media in Sri Lanka are mentioned below. Explain how they operate, with examples.
 (a) Using new modes of presentation
 (b) Paying more attention to entertainment (16 marks)
5. Imagine that you have been appointed as a member of the organizing committee of the school anniversary celebration.
- (i) Mention **two** reasons as to why event management is needed for the above function. (04 marks)
- (ii) In case you function as the media officer, describe **two** tasks that you need to fulfil prior to the celebrations. (08 marks)
- (iii) One of the objectives of the celebration is to produce a student with a high level of media literacy. Describe **three** benefits of improving media literacy as stated by James Potter. (12 marks)
- (iv) Explain with examples **four** effects of social media that contribute to build a positive image about the school in society. (16 marks)
6. You have been given the opportunity to function as a data collector for a survey that examines the opinions of the public on the necessity of the regulation of mass media.
- (i) State **two** advantages of the use of survey. (04 marks)
- (ii) Describe the necessity of media regulation using **two** factors. (08 marks)
- (iii) Explain **three** approaches to media regulation used in the world. (12 marks)
- (iv) "Social media activities need to be regulated". Describe **two** factors for and **two** factors against this statement. (16 marks)
7. Imagine that you are the public relations officer of the Institute of National Community Development.
- (i) Write down **two** designations that were used in the past for the public relations officer. (04 marks)
- (ii) Briefly describe **two** situations in which the functions of the media officer are similar to that of the public relations officer of this organization. (08 marks)
- (iii) Explain **three** steps that should be followed to minimize poverty within a community. (12 marks)
- (iv) Based on the below factors, explain with examples, how communication can be used for development.
 (a) need centredness
 (b) building a healthy environment (16 marks)