

## නව/පැරණි නිර්දේශය - புதிய/பழைய பாடத்திட்டம் - New/Old Syllabus

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  
 Department of Examinations, Sri Lanka

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2019 අගෝස්තු  
 கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2019 ஓகஸ்ட்  
 General Certificate of Education (Adv. Level) Examination, August 2019

30.08.2019 / 0830 - 1030

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

29 E I

පැය දෙකයි  
 இரண்டு மணித்தியாலம்  
 Two hours

## Instructions:

- \* Answer **all** the questions.
- \* Write your **Index Number** in the space provided in the answer sheet.
- \* Instructions are given on the back of the answer sheet. Follow them carefully.
- \* In each of the questions 1 to 50, pick one of the alternatives from (1), (2), (3), (4), (5) which is **correct** or **most appropriate** and mark your response on the answer sheet with a cross (×) in accordance with the instructions given on the back of the answer sheet.

1. What is basically needed for the existence of Mass Media?  
 (1) ideas (2) organizations (3) institutions. (4) information (5) literacy
2. Attitudes are analyzed in a communication model by  
 (1) David K. Berlo. (2) Shannon and Weaver.  
 (3) Wilbur Schramm. (4) Harold D. Lasswell.  
 (5) Charles Osgood.
3. Students who were not able to understand the meaning of several words used by the teacher in the class referred to the Encyclopedia. In this situation action done by the students is  
 (1) Interpretation. (2) Encoding. (3) Decoding. (4) Translation. (5) Analysis.
4. The main reason for the expansion of utilization of alternative media in a country is  
 (1) strength of new media. (2) strength of literacy.  
 (3) usage of free media. (4) authoritarian media trend.  
 (5) easy access of printing.
5. A considerable amount of communication capacity of a person in ordinary life is used for  
 (1) listening. (2) speaking. (3) reading. (4) writing. (5) performing.
6. The fact which is **not** a feature of non-verbal communication is  
 (1) its continuous process.  
 (2) being free from individual attachment.  
 (3) the ability to use different methods.  
 (4) possibility to function even inanimately.  
 (5) unavailability of a common rule.
7. The incorporating of the priest, indigenous medical practitioner and the development officer in development communication explicates  
 (1) participational approach. (2) individual image.  
 (3) community media approach. (4) two step flow concept.  
 (5) receiver centred approach.

8. A warning on a Tsunami disaster can be communicated broadly and immediately to the people in a coastal village through
- (1) written communication.
  - (2) visual communication.
  - (3) audio communication.
  - (4) audio-visual communication.
  - (5) written-visual communication.
9. A fact which does **not** have a major influence on carrying the facts in the short time memory to the long time memory is
- (1) emphasis.
  - (2) use.
  - (3) contemplation.
  - (4) imagination.
  - (5) practice.
10. A creator is able to forward his creations for the feeling of the people through
- (1) language comprehension.
  - (2) comprehension of the theme.
  - (3) empathy.
  - (4) strength of perception.
  - (5) understanding of mass consciousness.
11. Teaching staff of the school, by working tirelessly, while maintaining mutual support and group sense were able to uplift the performance record of the examination results. What lies behind their success is
- (1) responsibility.
  - (2) accountability.
  - (3) duty consciousness.
  - (4) solidarity.
  - (5) empathy.
12. What is the most responsible communication type, when facts such as aims, accountability and harmony are considered comparatively?
- (1) group communication.
  - (2) intrapersonal communication.
  - (3) interpersonal communication.
  - (4) mass communication.
  - (5) public communication.
13. The idea that the communication field should evolve according to the market conditions has been initially emphasized through
- (1) Authoritarian Communication concept.
  - (2) Libertarian Communication concept.
  - (3) Social Democratic Communication concept.
  - (4) Soviet communist Communication concept.
  - (5) Social Responsibility Communication concept.
14. The basic meaning of the concept of communication is
- (1) exchange of the information.
  - (2) transmitting messages.
  - (3) personal interactivity.
  - (4) informing something to another.
  - (5) creating relationship among lonely parties.
15. The **incorrect** statement out of the following, when folk beliefs are analysed is,
- (1) association with social reality.
  - (2) to consider the necessity of the existence of the society.
  - (3) non existence excluded from religion.
  - (4) wide existence in eastern countries.
  - (5) not existing without trust.

16. It can be seen that the gypsy people in Sri Lanka have acquired cultural traditions of the country. This is a
- (1) cultural diffusion.
  - (2) cultural acceleration.
  - (3) cultural shock.
  - (4) cultural lag.
  - (5) para-culturaization.
17. A characteristic that is **not** a function of promoting development messages is
- (1) the need of having specialist regulation.
  - (2) understanding everything of the plan.
  - (3) acting without a time framework.
  - (4) working to obtain receiver's responses.
  - (5) the existence of an evaluation plan.
18. "The structural features of your statement will be apparent to the erudite people." The above sentence has been given to the students of fifth grade by a teacher. This can be identified, according to the subject of communication as
- (1) a deep sentence.
  - (2) a syntactic error.
  - (3) a semantic noise.
  - (4) an academic statement.
  - (5) an error of the field of experience.
19. The first Sri Lankan scholar who pointed out clearly that the folklore is maintained through oral tradition and not through books was
- (1) Martin Wickramasinghe.
  - (2) Ananda Coomaraswamy.
  - (3) Nandasena Ratnapala.
  - (4) Ralph Peiris.
  - (5) Karthikesu Sivathamby.
20. What is the fact which is attempted to develop basically through media literacy?
- (1) Skill of message criticism.
  - (2) Skill of message creation.
  - (3) Skill of judging messages.
  - (4) Skill of message acquisition.
  - (5) Skill of message interpreting.
21. Consider the following statements.
- A - As the foundation of the development is mass media, they should be utilized according to a plan.
- B - Every historical change of the society has been influenced by class struggle.
- C - A class of labour employees arose with the industrial development.
- D - New business class oppresses the farmers and labourers.
- Of the above, the correct statements about the Marxist approach on social analysis are
- (1) A and B only.
  - (2) B and C only.
  - (3) C and D only.
  - (4) A, B and C only.
  - (5) B, C and D only.
22. In the system of multi purpose cooperative society, multi-purposes are
- (1) giving rations, giving subsidies, doing productions and selling goods.
  - (2) planning, division of work, working and regulating.
  - (3) product, price, place and promotion.
  - (4) production, promotion, propaganda and marketing.
  - (5) production, marketing, distribution and purchasing.
23. That which **cannot** be considered as an important method for sending a message creatively are
- (1) ability to perceive easily by the receiver.
  - (2) ability to create mental stimulation of the receiver.
  - (3) use of a model familiar to the receiver.
  - (4) giving happiness and understanding of life to the receiver.
  - (5) relating with the skill of literacy of the receiver.

24. The activity through which the self-identity of a creative writer can be maintained easily is
- (1) reciting poetry.
  - (2) drawing.
  - (3) cinema production.
  - (4) stage drama.
  - (5) a serial teledrama.
25. Select the option that includes only the group of philosophers that contributed for developing the foundation of the liberal communication concept.
- (1) John Bentham, John Lock, John Milton, John Stuart Mill
  - (2) John Milton, John Stuart Mill, Niccoló Machiavelli, Karl Marx
  - (3) Niccoló Machiavelli, John Lock, John Milton, Thomas Hobbes
  - (4) John Lock, John Milton, John Stuart Mill, Friedrich Hegel
  - (5) Thomas Hobbes, Adam Smith, Friedrich Hegel, George Gerbner
26. Select the **incorrect** statement.
- (1) Mental stress is a feature in the intra-personal communication.
  - (2) Fatigue may arise due to loss of friends.
  - (3) Polarization is the thinking of other as correct, just like oneself.
  - (4) Habit of overeating is a feature of anxiety.
  - (5) Tension may arise due to the inability of fulfilling the aims of one's own work.
27. Several statements related to the language use are given below.
- A - ability to forward self-expressions.  
B - the activity based on individuals.  
C - necessity of a personal viewpoint.
- What is the option that gives the type of language usage in the order of the above statements?
- (1) speech, analysis, writing.
  - (2) acting, writing, analysis.
  - (3) talking, acting, speech.
  - (4) speech, acting, analysis.
  - (5) writing, speech, talking.
28. What is the option that includes only the facts related to the inner culture of different ethnic groups and nations of the world?
- (1) religion, art, legend, politics.
  - (2) economics, technology, science, art.
  - (3) art, religion, philosophy, legend.
  - (4) philosophy, archaeology, art, religion.
  - (5) economics, archaeology, legend, science.
29. A pre-condition of the process of globalization is
- (1) rejection of the technological process.
  - (2) giving priority to family and national values.
  - (3) closed ethnicity.
  - (4) creation of super national institutions.
  - (5) expansion of communication activity.
30. The language-culture does **not** include
- (1) activities relevant to festival occasions.
  - (2) creation of Philosophical texts and readings.
  - (3) natural objects external to man.
  - (4) activities related to human social habits.
  - (5) communication activities relevant to the soliloquy.

31. Several ideas on functions of the Police public relations and Crime Prevention Bureau are given below.

- A - Conducting lectures for the awareness of school children
- B - Assisting the public in religious festivals
- C - Enforcing punishments upon criminals
- D - Organizing programmes for the mass media

The most appropriate functions, out of the above are

- (1) A and B. (2) B and C. (3) C and D.
- (4) A, B and D. (5) B, C and D.

32. What is the major factor that mutually influences society to communication and communication to society?

- (1) political factor (2) environmental factor (3) creative factor
- (4) economic factor (5) technological factor

33. A dialogue with reference to the social influence of presenting violent programmes through mass media took place among students in the classroom.

- Rahim : Some like to see such programmes.
- Ramal : Such programmes may severely influence the children's lives.
- Kamani : Perhaps, the violence could be minimized.
- Ramani : Unwanted problems may arise among the families.

Out of these, those that express acceptable ideas are

- (1) only Rahim, Ramal and Kamani.
- (2) only Ramal, Kamani and Ramani.
- (3) only Rahim, Kamani and Ramani.
- (4) only Rahim, Ramal and Ramani.
- (5) all of them; Rahim, Ramal, Kamani and Ramani.

34. According to the facts that arose in a debate on media advertising, it is

- A - a social need.
- B - rendering a good thing to the society.
- C - rendering a bad thing to the society.
- D - changing social opinions.

Out of the above statements,

- (1) Only A, B and C are correct. (2) Only A, B and D are correct.
- (3) Only A, C and D are correct. (4) Only B, C and D are correct.
- (5) All A, B, C and D are correct.

35. "He may not own anything at a place where one cannot express things as one wishes." This statement of Plato, the Greek philosopher indicates,

- (1) value of the disagreement. (2) importance of free ideology.
- (3) necessity of the brotherhood. (4) characteristics of empathy.
- (5) ethnic co-existence.

36. A few comments on a grave situation that may arise due to the development of any language into a dead language are as follows.

- A - The relevant community may be deprived of chances to exchange their ideas.
- B - The ability to maintain cultural identity of the relevant people will be lost.
- C - Disappearance of the knowledge contained in the relevant language.
- D - Disappearance of the acceptance as a nation or an ethnic group the relevant community had.

The correct statements, out of the above are

- (1) A, B and C only. (2) A, B and D only.
- (3) A, C and D only. (4) B, C and D only.
- (5) All A, B, C and D.



37. Review articles were published in several newspapers and magazines regarding a feature film produced on the theme of human virtues. An article published in one newspaper included a review containing artistic aspects and inner features. What is the method of criticism used by the critic?

- (1) aesthetic criticism. (2) ethical criticism.  
(3) political criticism. (4) comparative criticism.  
(5) linguistic criticism.

● Provide answers for the questions from 38 to 40 referring to the following chart.

A	Cognition	G	Charka / Chakra
B	Innovation of diffusion	H	Slums
C	Malnutrition	I	Empowerment of the citizens
D	Quantification	J	Swaraj (self-rule)
E	Ignorance	K	Unemployment
F	Self-confidence	L	Inter-personal trust

38. The components that belong to the definition of Paul P. Steven in the above chart are

- (1) A, C, D and J. (2) C, E, H and K. (3) C, H, E and L.  
(4) C, K, E and G. (5) E, D, B and H.

39. The relevant concepts belonging to Nayar and White developmental communication concept are

- (1) B, F and D. (2) D, I and L. (3) F, I and L.  
(4) I, J and F. (5) L, G and A.

40. The group that belongs to Chinese development model and Mahatma Gandhi's usage of communication in that order are

- (1) AB and GI. (2) AD and GJ. (3) AF and GK.  
(4) BD and GJ. (5) CD and JL.

41. Death of a person has been depicted in the first picture of a series of scenes of a film. The second picture intersects directly to a scene of flying birds on the river bank. Piya who watched this scene said that he could not understand anything depicted in the act. The reason for Piya to express this idea may be,

- (1) Piya was not able to read the signs of cinema properly.  
(2) Piya had no proper understanding on cinema culture.  
(3) inability to see the film properly at the place where Piya was seated.  
(4) Piya did not possess literacy.  
(5) The pictures of the film were unclear to Piya.

42. Out of the following, what is the **incorrect** statement with reference to the media industry?

- (1) Functioning within a highly organized structure  
(2) Working while giving priority to the market needs  
(3) Messages are produced with the contribution of many parties  
(4) Competition among media institutions  
(5) Always liberating the social mindset from market domination

43. Several sentences with spelling and grammatical mistakes were found in a manuscript received by a newspaper editor. Out of the following, what is the **correct** sentence included in it?
- (1) He participate in the convocation ceremony.
  - (2) Father, mother and son goes to the festival.
  - (3) Human beings like a giant are among us.
  - (4) Whether is very cold today.
  - (5) Many beggars can be seen at bus stops.
44. Consider the sentences given below.
- A - What you say is clear.  
B - I am telling you in a language that I know.  
C - That fact is a highly valuable one.  
D - We initiate it with others' cooperation.
- Select the option that gives the above statements according to the order of the stages of the listening process.
- (1) understanding, listening, evaluation, response.
  - (2) listening, understanding, response, evaluation.
  - (3) understanding, response, evaluation, listening.
  - (4) listening, evaluation, understanding, response.
  - (5) listening, understanding, evaluation, response.
45. Select the **incorrect** statement out of the following.
- (1) Verbal communication takes place in many occasions mixing with non-verbal signs.
  - (2) The specialities of the creative communication are wonder and enjoyment.
  - (3) The power-centred nature of a society does not influence the function of communication.
  - (4) A challenge of the developmental communication is to liberate the community from poverty culture.
  - (5) Rituals and customs can be identified as a powerful method of communication in indigenous knowledge.
46. Abstraction or separation can be considered as an essential function of intra-personal communication for
- (1) giving attention to the five senses.
  - (2) gaining the empathy.
  - (3) identifying five senses separately.
  - (4) effective perception.
  - (5) building concepts in a special way.
47. The social change related to the travelling by palanquins in ancient society up to the travelling by car in modern society is a
- (1) cultural shock.
  - (2) cultural diffusion.
  - (3) cultural lag.
  - (4) cultural acceleration.
  - (5) cultural erosion.
48. The method used by the traditional pundits to memorize the system of indigenous knowledge and for its preservation was
- (1) turning them into creative statements.
  - (2) translating them into mental pictures.
  - (3) keeping in memory after summarizing.
  - (4) writing books after segmentation.
  - (5) arranging according to logical patterns.

49. A television media personnel came to know that a person having attempted to win his demands and becoming unsuccessful was going to climb the roof of a public building in public for a protest of fast unto death. What should have been done by a media person, who considers his/her responsibility as a seeker for social-friendly news?

- (1) Informing the police about the relevant person and making arrangements to arrest him.
- (2) Making a voice through media for his demands, while preventing him from fasting unto death.
- (3) Giving a maximum coverage to the incident and sending hot news to the media.
- (4) Preventing reporters of other media institutions strategically, while trying to become the leader of reporting.
- (5) Attempting to make a video of the person who attempts a fast unto death in order to point out the mistake done by authorities.

50. Several statements of some Advance Level students expressed in a discussion held at a school media society with reference to media and globalization are given below.

Madhushi : Media became a support for spreading of the globalization.

Renuka : Media culture can be identified as a timely need of the commercial industry.

Menaka : The people who are satisfied by media culture are unaware of its influence.

Prabodhini : Media industry does not utilize traditional thoughts for the market expansion.

Out of the above, only the statements of

- (1) Madhushi, Renuka and Menaka are correct.
- (2) Renuka, Menaka and Prabodhini are correct.
- (3) Madhushi, Menaka and Prabodhini are correct.
- (4) Madhushi, Renuka and Prabodhini are correct.
- (5) all statements of Madhushi, Renuka, Menaka and Prabodhini are correct.

\* \* \*



## නව/පැරණි නිර්දේශය - புதிய/பழைய பாடத்திட்டம் - New/Old Syllabus

**NEW/OLD**இலங்கைப் பரீட்சைத் திணைக்களம்  
Department of Examinations, Sri Lankaඅධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2019 අගෝස්තු  
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2019 ஓகஸ்ட்  
General Certificate of Education (Adv. Level) Examination, August 2019සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය II  
தொடர்பாடலும் ஊடகக் கற்கையும் II  
**Communication and Media Studies II**

29 E II

31.08.2019 / 0830 - 1140

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 and decide on the questions that you give priority in answering.**Instructions:**\* Answer **five** questions only. Each question carries **20** marks.

- The complexity of the subject of communication is exemplified through the communication models.
  - Name the special basic element that cannot be seen in the early models of communication and that can be seen in Harold D. Lasswell's model and explain it briefly.
  - Name the factor that induces decoding into encoding according to the model forwarded by Osgood and Schramm and explain its significance.
  - Explain with reference to a diagram, the way of the flow of information, according to the two-step communication model.
  - Explain **four** factors that belong to Berlo's communication model which is the basis for identifying biological base of the communication process.
- The creative communication has been influenced by the use of human language, association of signs, symbols and folk arts. This has also been exemplified through mass media.
  - Name **four** faults that can be seen in the use of language in the newspapers.
  - Explain, with reference to **two** facts, the impact milk powder advertisements on television has on the consumers.
  - Name **four** creative projects that can be presented by a school media society and explain briefly, **four** benefits that can be gained by the school and students through such projects.
  - Explain **four** facts with examples, that are relevant to the importance of using folk tales in educating children.
- Name **four** benefits in the use of traditional media in development communication.
  - Point out **four** types of violence depicted in newspapers and describe **one** of them.
  - Explain with examples, **three** facts causing weaker auditory abilities.
  - Identify briefly, the 'gossip-chain' and explain **three** facts with examples on how social conflicts could take place as a result of gossip.

4. (i) Name **four** skills which should be developed for continuing the intra-personal communication to the optimum level.
- (ii) "Newspapers are one of the origins of creative communication." Describe **two** facts briefly to confirm the above statement.
- (iii) "Popular culture may cause the downfall of society as well." Give an account on the basis of **three** facts supporting this statement.
- (iv) "Conflicts are a supporting factor for the progress of society." Prepare an article with **two** supporting facts and **two** opposing facts to a school magazine in not less than 250 words on this theme.
5. "Media render an immense contribution for the well-being of society."
- (i) Name **four** ways that the media should function for the welfare of a multi-cultural society.
- (ii) Name **four** facts on the significance of the communication for the society and describe **two** of them.
- (iii) Describe with examples, **two** religious festivals that help to develop public relationship among families belonging to different religious sub-cultures.
- (iv) Identify **two** teachings of any religion of your choice which help to maintain peace in the society and explain their importance taking **two** examples for each teaching.
6. (i) Media censorship is imposed by the government during occasions of national crisis. Name **two** facts for each, in relation to the benefit and to the adversity caused to the society as a result of imposing a censorship on social media.
- (ii) Point out **four** benefits that can be gained from Facebook for the public relationships and explain **one** of them.
- (iii) "Proverbs depict the indigenous knowledge and wisdom." Elucidate the significance of the communication in proverbs with reference to **three** facts.
- (iv) Explain what is expected through the evaluation process in a development project with reference to **four** facts.
7. "Media literacy is important not only in communication process but also in the field of criticism."
- (i) Point out **four** main concepts of media literacy.
- (ii) Media has turned into a factor that has become influential nationally as well as internationally at present. Give a critical description in relation to **two** facts with reference to the influence of global media on the national culture.
- (iii) Media literacy is based on skills. Describe **three** such skills.
- (iv) Taking television media as the basis, analyze **four** facts with reference to the influence of global culture on national culture.