

NEW/OLD

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கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2020
General Certificate of Education (Adv. Level) Examination, 2020

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தொடர்பாடலும் ஊடகக் கற்கையும் I
Communication and Media Studies I

29 E I

පැය දෙකයි
இரண்டு மணித்தியாலம்
Two hours

Instructions:

- * This paper consists of three parts, namely A, B, and C. Part A contains questions on old and new syllabi, Part B contains questions on the old syllabus, and Part C contains questions on the new syllabus.
- * Answer all questions from 1 to 25 of part A
- * Select only one part from B or C and answer all questions from 26 to 50.
- * Write your **Index Number** in the space provided in the answer sheet.
- * Instructions are given on the back of the answer sheet. Follow those carefully.
- * 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 (x) in accordance with the instructions given on the back of the answer sheet.

PART A

1. Communication is
(1) symbolic. (2) technological. (3) contextual. (4) two-way. (5) multi-directional.
2. A writer thought of writing a feature article to a newspaper by recreating his/her personal experience. This is most suitable for
(1) written communication. (2) mass communication.
(3) print media. (4) Informal communication.
(5) intra-personal communication.
3. What is **not** included in Shannon and Weaver's model of communication is
(1) noise. (2) message. (3) source. (4) effect. (5) signal.
4. In order to develop the Knowledge-based society, a historical role was played by the
(1) newspaper. (2) book. (3) magazine. (4) leaflet. (5) notice.
5. In human society, the greatest social service rendered by communication is
(1) making its ideas common.
(2) providing entertainment.
(3) creating discipline.
(4) creating receiver impact.
(5) building up interrelationships.
6. In a newspaper, use of language should be
(1) traditional. (2) complex. (3) simple.
(4) descriptive. (5) sophisticated.
7. Folklore is important as a form of communication because it
(1) is a method of interpersonal communication.
(2) is a method of speech communication.
(3) can be used as a creative source.
(4) presents rural information.
(5) presents a local model of communication.

[See page two]

8. Following the choreographic song telecasted on television, Kamal was clapping and dancing in his room alone. Demonstrated here is a process of
(1) decoding. (2) perceiving. (3) communication. (4) feedback. (5) dancing.
9. At the very moment the teacher turned the pages of the text book after coming to class, the students looked at each other because they heard the sound of a siren of a vehicle. This shows,
(1) informal communication. (2) communicational noise.
(3) intra-personal communication. (4) non-verbal communication.
(5) sound communication.
10. What is the option that does **not** include the fundamental elements of the process of communication?
(1) media, decoder, context and effect
(2) communicator, decoder, effect and noise
(3) receiver, feedback, acting and channel
(4) encoder, field of experience, noise and receiver
(5) encoder, feedback, source and channel
11. A documentary produced in China based on the information on Corona pandemic was also screened in Corona affected areas in Sri Lanka too. This is very important because
(1) information on Corona is first reported from China.
(2) visual media is more powerful.
(3) it is an activity of group communication.
(4) it gives information about a domain of similar experience.
(5) it builds inter-cultural bonds.
12. Kamal instructed his sister on the creation of a graphic picture on a computer and explained how colours should be used for the purpose. The role of communication demonstrated here is
(1) providing education. (2) providing information. (3) creation.
(4) socialization. (5) persuasion.
13. Given below are three facts related to the field of communication.
 - It has common goals.
 - It can be one-way or two-way.
 - It consists of response-feedback.
 The above points are closely related to
 (1) interpersonal communication. (2) group communication.
 (3) verbal communication. (4) formal communication.
 (5) instructional communication.
14. The radio announcer successfully presented the programme based on the knowledge and experience that he gathered from the villagers about rituals associated with the tank in a rural village. Which communication scientists' definition does this situation match most?
 (1) Harold Lesswell (2) Walter Lippmann
 (3) Charles Coolie (4) Edward Sapier
 (5) Shannon and Weaver
15. "Messages of mass media are complex." The ability the receiver should have to understand and interpret them is
 (1) media criticism. (2) empathy. (3) media literacy.
 (4) perception. (5) instinctive knowledge.
16. A form of culture with which the active use of the labour of the public can be identified is
 (1) popular culture. (2) folk culture. (3) classical culture.
 (4) media culture. (5) global culture.

[See page three]

17. When dengue spreads in a very rural village, what is the most suitable method of communication that can be used to educate them so that they can be saved from the disease?
- (1) social media (2) posters (3) documentary films
(4) mass communication (5) interpersonal communication
18. The statement that can **not** be considered as a skill associated with media literacy is,
- (1) the willingness to consume media messages.
(2) the ability to perceive media messages.
(3) the recognition of the impact of media messages.
(4) the recognition of the process of media messages.
(5) the ability to create media messages.
19. What is the **incorrect** idea about popular culture?
- (1) It connects with communication technology.
(2) It is connected to commercial products.
(3) It attracts children more.
(4) It has a high level of artistic features.
(5) It affects social behaviours.
20. Select the statement that denotes the correct idea about 'public relations'.
- (1) It does not differ from publicity.
(2) It does not differ from advertising.
(3) It does not differ from marketing.
(4) It does not differ from marketing promotion.
(5) It does not differ from the expectation of short-term benefits.
21. Given below are some statements about folk tales.
- A - Represent social consciousness.
B - Authorship is certainly obvious.
C - Transmit culture.
D - Based only on superstitions.
- The statements true among the above are
- (1) A and B. (2) A and C. (3) B and C.
(4) B and D. (5) C and D.
22. The scholar who showed that the unemployment of people and social inequality as problems of development is
- (1) Wilbur Schramm. (2) Mahathma Gandhi. (3) Everett M. Rogers.
(4) Dudley Seeres. (5) Wimal Dissanayake.
23. The following ideas emerged in a classroom discussion on creative communication.
- Renuka - Something more than superficial meaning can be grasped from creative reading.
Mathu - Media literacy is a must for creative reading.
Chamli - Imagination is an important factor in creative thinking.
Ranjan - Creative reading is a sole feature of writing.
- Among these, correct statements are made by,
- (1) Renuka, Mathu and Chamli.
(2) Renuka, Mathu and Ranjan.
(3) Renuka, Chamli and Ranjan.
(4) Mathu, Chamli and Ranjan.
(5) All of them : Renuka, Mathu, Chamli and Ranjan.
24. The role of media in providing social knowledge as well as informing how people should behave at different occasions is related to
- (1) self-concept. (2) observation. (3) socialization.
(4) perception. (5) literacy.

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25. Given below are four statements about using language in media.

- A - Writing is done based on the screen.
- B - Language is used according to the target group.
- C - Video and audio are equally powerful.
- D - Receivers' imagination is enhanced through creative writing.

The sequential order of media denoted by the above statements is

- (1) cinema, radio, television and newspaper.
- (2) television, newspaper, cinema and radio.
- (3) cinema, television, radio and newspaper.
- (4) television, radio, cinema and newspaper.
- (5) cinema, newspaper, television and radio.

PART B

26. The cultural trend known as an act of neocolonization is cultural

- (1) shock. (2) invasion. (3) exchange. (4) diffusion. (5) acceleration.

27. Messages presented to provide new knowledge and understanding to the receiver is called

- (1) operational messages. (2) instructional messages.
- (3) strengthening messages. (4) perceptual messages.
- (5) motivating messages.

28. In the drama Ramayanaya, Hanumantha performed a proactive dance by moving his red coloured eyes. According to strategies of acting, what is demonstrated here is

- (1) body-gestures. (2) non-verbal communication.
- (3) realistic style. (4) facial gestures.
- (5) acting out a situation.

29. In media criticism, social relationships and social forces can be more attentively analysed through a/an

- (1) ethical approach. (2) aesthetic approach.
- (3) linguistic approach. (4) historic approach.
- (5) political approach.

30. What receives priority in Nair and White's exchange model of developmental communication is

- (1) having a religious foundation.
- (2) decision making through participation.
- (3) using folk culture as a foundation.
- (4) the use of opinion leaders.
- (5) people acting for themselves.

31. What is the concept of communication which claims that the state should control media freedom and responsibility so that they can save common people's victory from the forces of the enemies?

- (1) Authoritarian (2) Soviet Communist
- (3) Social Responsibilities (4) Libertarian
- (5) Democratic

32. The following ideas came up in a discussion conducted by a group of students.

- Ruwan - Should act upon diverse ideas.
- Gayani - There should be independent thinkers.
- Akash - People should be made to agree on a single view.
- Kamani - Discussion should be conducted by allowing various ideas to emerge.

Among the above statements, the ones that match disagreement are presented by

- (1) Ruwan and Gayani. (2) Gayani and Akash.
- (3) Akash and Kamani. (4) Ruwan and Akash.
- (5) Gayani and Kamani.

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33. What is the statement that **does not match** the use of photographs in public relations?

- (1) Active photographs are more appropriate.
- (2) Displaying diverse and special occasions.
- (3) Displaying a photograph over a long period.
- (4) The use of still-photographs according to a situation.
- (5) The use of photographs of different sizes.

34. Choose the **incorrect** statement about language from the ones given below.

- (1) Disputes have arisen in countries due to language issues.
- (2) Language controls people's labour.
- (3) Language helps the maintenance of power.
- (4) The main language changes due to dialects.
- (5) The relationship between language and culture is distant.

35. A political and cultural problem that affects the development of a country is

- (1) The absence of national thinking and a policy.
- (2) non-commercialization of media.
- (3) not being religious-centered.
- (4) not being traditional.
- (5) not having doubts about change.

36. Choose the correct statement among the following.

- (1) Public rituals and believes are not connected to gods, devils and ghosts.
- (2) Folk rituals and believes do not have a sociological reality.
- (3) Folk religion and rituals are not detached from folk believes.
- (4) Folk rituals and believes are rare in eastern countries.
- (5) Rituals and beliefs do not affect people's behaviour.

37. Given below are a few terms used in communication

- | | |
|---------------|--------------------|
| A - empathy | B - observation |
| C - analysis | D - identification |
| E - synthesis | F - experiment |

Among the above, strategies used in the investigation of knowledge is

- | | |
|-------------------|-------------------|
| (1) A, B, C and D | (2) A, B, D and E |
| (3) B, C, D and E | (4) B, C, E and F |
| (5) C, D, E and F | |

38. Given below are some statements about conflict resolution:

A - Younger sister, your idea is correct. I will change mine.

B - That is something that we both can not be happy about.

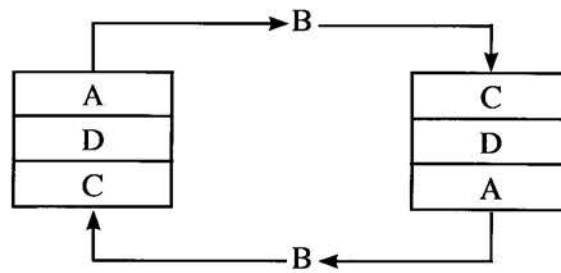
C - Yes, we both can agree on that solution.

The states that match the above situation are

- | | | |
|-------------------|---------------|---------------|
| (1) A win - lost | B lost - lost | C win - win |
| (2) A win - lost | B lost - win | C win - win |
| (3) A win - win | B lost - lost | C win - lost |
| (4) A win - win | B win - lost | C lost - lost |
| (5) A lost - lost | B win - lost | C win - win |

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- Use the diagram given below to answer questions from 39 to 42.



39. The above diagram shows details included in a model of communication. What is the option that shows the elements denoted by A, B and C in the correct order?
- (1) encoder, decoder, feedback (2) communicator, message, channel
(3) decoder, feedback, communicator (4) encoder, receiver, message
(5) encoder, message, decoder
40. According to the above diagram, due to the process that takes place among A, B and C
- J* - It is seen that a linear communication is taking place.
K - It is clear that feedback is received.
L - It can be recognized whether there is any noise.
M - It is clear how the message is understood.
- The true statements among these are
- (1) Only *J* and *K*. (2) Only *K* and *L*. (3) Only *L* and *M*.
(4) Only *J*, *K* and *L*. (5) Only *K*, *L* and *M*.
41. What is the Communication model to which the elements on the diagram are closely related?
- (1) Aristotle and Harold Lesswell (2) Charles Osgood and Wilbur Schramm
(3) David Berlo and Wilbur Schramm (4) Claude Shannon and Warren Weaver
(5) Warren Weaver and Charles Osgood
42. In a comparison of Berlo's model and the diagram given above, the most relevant element/elements is/are
- (1) A. (2) A and B. (3) B.
(4) B and C. (5) D.
43. The following ideas about ratings of television programmes emerged in a discussion.
- A* - Knowing the production cost of a programme
B - Presentation of awards
C - Deciding on a suitable time to telecast the programme
D - Knowing the nature of the viewers of television
- The most correct among these are
- (1) A and B. (2) A, B and C. (3) B and C.
(4) B, C and D. (5) C and D.
44. Choose the **incorrect** statement about globalization.
- (1) It weakens national states.
(2) It has an agreed common agenda.
(3) It takes an opinion-based approach.
(4) It promotes various elements of the process of media.
(5) It creates self-centered media.

45. Answer the question using the following table.

	X	Y
A	Media literacy	Media personnel
B	Media education	Creative thinking
C	Critical analysis	Receiver perception
D	Popular culture	Suitable consumption pattern

In the above table, an increase of X affects the increase of Y in

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

46. Given below are two statements about the conflict and co-existence

A - Management of conflicts is not conflict resolution.

B - In Sri Lanka, domestic peace and co-existence are admired by local culture.

Chose the most correct option about the above statements.

- (1) While A is true B is false.
(2) While A is false B is true.
(3) Both A and B are true.
(4) While A and B are true, A is a problem, B is a solution.
(5) While both A and B are true, B makes A more meaningful.

47. Choose the **incorrect** statement among the following:

- (1) Media criticism shows the way media creation should be directed based on social trends.
(2) Mass media has the strength to challenge the social center of power.
(3) People can see society realistically due to the agenda of mass media.
(4) The attitude a person has about his/her higher ability, skills, appearance and social recognition is called self-concept.
(5) The change or development of culture due to new ideas is called cultural acceleration.

48. Statements about the usage of language are given below.

- being an individual act
- being essential in mutual communication
- the need of a perspective and an opinion
- the need of literacy

The forms of language that match the above in order are

- (1) speech, analysis, acting and writing. (2) speech, acting, analysis and writing.
(3) writing, speech, analysis and acting. (4) acting, speech, writing and analysis.
(5) writing, speech, acting and analysis.

49. Consider the following statements.

A - I listened to the sound of water-flow.

B - I was stimulated from the music.

C - I figured the essence of the story.

D - The music of the film is not suitable for that scene.

Select the option that show in order different stages of listening, according to the statements given above.

- (1) listening, responding, understanding and evaluating.
(2) understanding, listening, responding and evaluating
(3) listening, evaluating, understanding and responding
(4) listening, understanding, evaluating and responding
(5) understanding, evaluating, listening and responding

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33. Given below are some characteristics of communication.

A - Empathy

B - Diverse audience

C - Self-concept

D - Lights house method

Categories of communication for which these features are relevant in order are

- (1) intra-personal, mass, inter personal and group.
- (2) intra-personal, inter personal, group and mass.
- (3) inter personal, mass, intra-personal and group.
- (4) group, inter personal, intra-personal and mass.
- (5) mass, group, intra-personal and inter personal.

34. A characteristic that is **not** relevant for the establishment of social relation and equivalence in development is

- (1) having equal opportunities for development.
- (2) elimination of the division of social classes.
- (3) making changes due to fair reasons.
- (4) fulfilment of minimum requirements.
- (5) having special human rights.

35. Given below are some statements about the use of language.

A - consists of text and image.

B - makes use of visual patterns, metaphors and symbols.

C - does not use long complex sentences.

D - makes use of voice-projection language.

The sequential order of media that matches the above statements is

- (1) newspaper, cinema, radio and theatre.
- (2) television, newspaper, theatre and radio.
- (3) television, theatre, newspaper and radio.
- (4) newspaper, television, cinema and radio.
- (5) cinema, television, radio and theatre.

36. In collecting data for a survey, if numerical data from prior reports is used, that is

- (1) quantitative data.
- (2) quantitative primary data.
- (3) quantitative secondary data.
- (4) qualitative data.
- (5) qualitative secondary data.

37. Given below are some facts related to media regulation.

A - Media representatives get involved.

B - Media personnels should obey decisions and recommendations.

C - It has the involvement of the government.

The approaches to regulation that these statements are relevant is

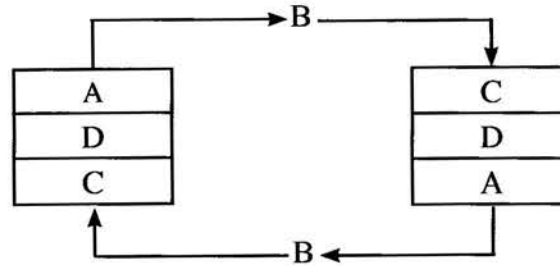
- (1) self-regulation.
- (2) in house-regulation.
- (3) statutory-regulation.
- (4) co-regulation.
- (5) state-regulation.

38. You can obtain information by accessing a digital library through the Internet. What is the feature of new media that directly affects this?

- (1) Data base
- (2) Interactivity
- (3) Automation
- (4) Networking
- (5) Fastest Messaging

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- Use the diagram given below to answer questions from 39 to 42.



39. The above diagram shows details included in a model of communication. What is the option that shows the details of A, B and C in the correct order?

- (1) encoder, decoder and feedback
- (2) communicator, message and channel
- (3) decoder, feedback and communicator
- (4) encoder, receiver and message
- (5) encoder, message and decoder

40. According to the above diagram, due to the process that takes place among A, B and C

J - It is seen that linear communication is taking place

K - It is clear that feedback is received

L - It can be recognized whether there is any noise.

M - It is clear how the message is understood.

The true statements among these are

- (1) Only *J* and *K*.
- (2) Only *K* and *L*.
- (3) Only *L* and *M*.
- (4) Only *J*, *K* and *L*.
- (5) Only *K*, *L* and *M*.

41. What is the communication model to which the details on the diagram are closely related?

- (1) Aristotle and Harold Lesswell
- (2) Charles Osgood and Wilbur Schramm
- (3) Claude Shannon and Wilbur Schramm
- (4) Claude Shannon and Warren Weaver
- (5) Warren Weaver and Charles Osgood

42. In comparing the above diagram with the HUB model, from what is given below is closely related to

- (1) effect
- (2) filters
- (3) codes
- (4) regulations
- (5) gate keepers

43. Given below are some statements about public relations and relevant activity of them.

A i. media public relations
ii. issuing permits

B i. professional public relations
ii. research and knowledge

C i. institutional public relations
ii. state relations

D i. state public relations
ii. code of ethics

Among the above, the option that shows the closest relationship between the two is

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

44. After the process of a survey, its members described their experience as follows:

- Radha - Having read information that had been written on the topic made it easier.
 Suraweera - The selection of the sample was easier as data was collected from everyone in class.
 Nandani - As an appreciation, the names of everyone that provided data will be included in the final report.
 Shane - Conducting the interview was easier as we had already known information about the interviewees.

Among these, correct statements have been presented by,

- (1) Radha and Suraweera. (2) Radha and Shane.
 (3) Radha and Nandani. (4) Suraweera and Nandani.
 (5) Nandani and Shane.

45. Use the diagram below to answer the question.

	X	Y
A	Self-determination	Personal independence
B	Media consumption	Receiver ratings
C	Requirement driven	Health services
D	Demassification	Broad audience

In the above diagram, when X is established, the increase of Y is affected by

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

46. Two statements about surveys are given below.

A - A survey cannot study the inauguration of the national television and its impact at that time.

B - A survey cannot be used to collect data on past situations.

Among the above statements,

- (1) While A is true B is false.
 (2) While A is false B is true.
 (3) Both A and B are true.
 (4) While both A and B are true, B provides a reason for A.
 (5) While both A and B are true, A provides a reason for B.

47. Consider the following statements.

A . McBride Report

- In a country, policies about media should be prepared to root out inequalities.

B . Federal Communication Commission

- Has introduced policies for manipulating radio media in colonised countries.

C. Universal Declaration of Human Rights

- One has the right for freedom to have and express his/her own opinion.

The option that shows a direct relationship is,

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

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48. Read the following relationships and provide answers.

- A i. Consists of a simple structure that can be understood easily
 ii. traditional communication
- B i. Consists of simplicity, obviousness and mass scale production
 ii. mass communication
- C i. A cultural subsection of knowledge era
 ii. popular culture
- D i. Spreads surpassing national and ethnic cultures
 ii. Global culture

Among these, the option that shows a close relationship between the two is

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

49. Imagine that you had to intervene in the resolution of a conflict. After understanding the nature of that conflict, the most suitable next step that you should follow is

- (1) Communicating with opponents.
 (2) the selection of the most suitable solution.
 (3) Getting the involvement of a third party.
 (4) Coming out with proposals.
 (5) Finding alternatives for the conflict.

50. Given below are some statements about various institutions.

- | | |
|--|---|
| A. Sri Lanka Press Council | 1. The president appoints the chairman and the board of directors. |
| B. Press Complaints Commission of Sri Lanka. | 2. The minister in charge appoints its members. |
| C. Public Performance Board | 3. It is a board which consists of intellectuals from various disciplines. |
| D. Sri Lanka Telecommunication Regulatory Commission | 4. Director General of government information is automatically a member of the board of director. |

Among these, the option that shows the correct relationship between institution and positions is,

- (1) A1 , B3 , C2 , D4 (2) A4 , B2 , C3 , D1
 (3) A3 , B2 , C4 , D1 (4) A1 , B2 , C3 , D4
 (5) A4 , B3 , C2 , D1

* * *