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

නව/පැරණි නිර්දේශය – புதிய/பழைய பாடத்திட்டம் – New/Old Syllabus

NEW/OLD

ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව
இலங்கைப் பரீட்சைத் திணைக்களம்
Department of Examinations, Sri Lanka

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2020
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2020
General Certificate of Education (Adv. Level) Examination, 2020

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

29 E II

පැය තුනයි
மூன்று மணித்தியாலம்
Three hours

අමතර කියවීම් 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:

- *This paper consists of* **two** *parts, namely* **A** *and* **B**.
- **Part A** *consists of* **three** *questions while* **Part B** *consists of* **eight** *questions.*
- **Part A** *has been designed from both* **new** *and* **old syllabi**.
- *In* **Part B**, *questions* **4, 5, 6, 7** *have been designed on the* **old syllabus** *while questions* **8, 9, 10, 11** *have been designed on the* **new syllabus**.
- *Answer* **only five** *questions, selecting* **two** *questions from* **Part A** *and any* **three** *questions from* **Part B**.

PART A

1. In order to understand and implement communication successfully, one should have an understanding of its fundamentals.

(i) Name **four** methods of non-verbal communication used in a religious activity. (04 Marks)

(ii) Briefly describe **two** advantages of using group communication in the school media circle. (08 Marks)

(iii) Describe **three** differences between formal communication and informal communication. (12 Marks)

(iv) Explain with examples **four** basic elements of the process of communication. (16 Marks)

2. The creative content of mass media increases receivers' productivity.

(i) Name **four** facts that should be paid attention to in using language in television media. (04 Marks)

(ii) Write **four** stakeholders related to the process of public relations in an institute or a society and describe **two** of them. (08 Marks)

(iii) Describe with examples **three** important facts in using folklore in creative communication. (12 Marks)

(iv) Using examples, explain **four** types of creative programmes of radio media. (16 Marks)

3. Communication media is a powerful tool in the creation of social ideology.

(i) Name **four** specialities of the Shannon and Weaver's model of communication. (04 Marks)

(ii) Describe **two** characteristics of popular culture related to mass media. (08 Marks)

(iii) Explain **three** tools an institution would use to establish external public relations. (12 Marks)

(iv) Write a newspaper article not less than 200 words, on how social media affect the benefit and evil of the society, based on **two** facts for each. (16 Marks)

[*See page two*

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PART B

4. The knowledge that is provided by various mass media on social problems prevalent in society is important for the receiver.

(i) Name **four** features of counter media. (04 Marks)

(ii) State the **four** facts of the promotion-mix and describe **one** of them. (08 Marks)

(iii) Describe **three** ways which shows the failure of domestic peace and co-existance within home. (12 Marks)

(iv) Using **four** facts, explain how the provision of media education is important to students in the success of their learning process. (16 Marks)

5. It is required that the citizen becomes critical in order to understand how media works.

(i) Name **four** specialities of citizen journalism. (04 Marks)

(ii) Name **two** characteristics of media culture and describe how they are represented on television advertisements and teledramas. (08 Marks)

(iii) "Media literacy is a must in understanding the content of mass media." Explain this statement with **three** points. (12 Marks)

(iv) Analyse esthetic and ethical approaches to criticism using **two** points each with examples. (16 Marks)

6. (i) Name **four** traditional methods of communication that affect socialization. (04 Marks)

(ii) Describe **two** facts that should be taken into consideration in creating a children's drama which is based on a historical story. (08 Marks)

(iii) Describe **three** benefits of interviews as a skill of group communication in solving problems of rural development. (12 Marks)

(iv) Explain with examples **four** facts that should be taken into consideration in using language in newspapers. (16 Marks)

7. In the implementation of development activities in a global society, attention should also be paid to cultural elements.

(i) Name **four** characteristics of the concept of globalization. (04 Marks)

(ii) Name **two** subcultures and describe cultural specialities of **one** of them. (08 Marks)

(iii) Using **three** facts, explain how cultural exchange helps the development of the culture in a country. (12 Marks)

(iv) As a development officer, you are expected to prepare the final report of a rural water project. Describe **four** things that should be included on that report. (16 Marks)

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8. In media studies, knowledge about current trends of the world is a necessity.

(i) Name **four** skills that a critical receiver should possess. (04 Marks)

(ii) Name **two** facts included in the article 19 of the Universal Declaration of Human Rights and briefly describe **one** of them. (08 Marks)

(iii) Name the **four** basic approaches used for media regulation in the world and describe **two** of them. (12 Marks)

(iv) Describe the Act of Intellectual property and the Right to Information Act with reference to the following aspects.

(a) Introduction

(b) Tasks (16 Marks)

9. Imagine that you have to collect information for a debate held on the topic "In the fulfilment of people's communication needs, new media and social media are/ are not powerful than mass media."

(i) Name the **four** special functions of mass media mentioned in "Many Voices One World" published by UNESCO. (04 Marks)

(ii) Name **four** social media apps that can be used to create and distribute messages and briefly describe how **two** of them work. (08 Marks)

(iii) Explain with examples **three** features that can be seen in new media. (12 Marks)

(iv) Analyse using **four** facts how mass media and its nature of receivers have changed due to media convergence. (16 Marks)

10. Surveys can be used to measure the media literacy of the public.

(i) Name the **two** types of surveys. (04 Marks)

(ii) Describe briefly **four** advantages of conducting surveys. (08 Marks)

(iii) Explain **three** ideologies that can be used in media criticism. (12 Marks)

(iv) Using **four** facts, analyse the importance of having media literacy for a receiver. (16 Marks)

11. The principal insisted that the role of public relation officers, media officers and event managers is essential to make the inter-house sportsmeet of the school a success.

(i) Name **four** situations when a school, as an institute, requires public relations. (04 Marks)

(ii) Describe **two** skills that a public relation officer should use at the school sportsmeet. (08 Marks)

(iii) Explain with examples **three** tasks that should be performed by the media officer in the publicity about the sportsmeet. (12 Marks)

(iv) Explain the following aspects of the plan of event management of the sportsmeet.

(a) venue

(b) agenda

(c) deciding on invitees

(d) risk assessment (16 Marks)

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