

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

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2023 (2024)
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2023 (2024)
General Certificate of Education (Adv. Level) Examination, 2023 (2024)

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 those 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 (x)** in accordance with the instructions given on the back of the answer sheet.

1. The process of understanding the content of a message is
 - (1) encoding.
 - (2) decoding.
 - (3) perceiving.
 - (4) imagining.
 - (5) listening.
2. The type of communication that assists to build-up self concept is
 - (1) intra-personal communication.
 - (2) inter-personal communication.
 - (3) visual communication.
 - (4) audio communication.
 - (5) mass communication.
3. What can be considered as an intangible cultural heritage in Sri Lanka?
 - (1) tanks
 - (2) dagabas
 - (3) folk songs
 - (4) sculptures
 - (5) ancient ruins
4. A relationship between mass media and receiver is established due to
 - (1) creation.
 - (2) message.
 - (3) attraction.
 - (4) motivation.
 - (5) empathy.
5. Types of communication can be clearly distinguished, according to
 - (1) the situation.
 - (2) the organization.
 - (3) the number.
 - (4) the time.
 - (5) the behaviour of the individual.
6. What is the statement that explains the nature of communication more precisely?
 - (1) Communication is a process.
 - (2) Communication is two-way.
 - (3) Communication has noise.
 - (4) Communication is verbal.
 - (5) Communication depends on feedback.
7. The function that mass media should perform in order to maintain social stability is
 - (1) interpretation.
 - (2) surveillance.
 - (3) persuasion.
 - (4) correlation.
 - (5) entertainment.

8. What is the institution that pioneered to introduce a course related to the subject of communication formally, for the first time in Sri Lanka?
- Technical College, Maradana
 - Junior University, Dehiwala
 - Department of Government Information
 - Sri Lanka Press Council
 - University of Kelaniya
9. What is the function of mass media that informs the society regarding the possible disasters and threats in advance, and initiate a discussion?
- Surveillance
 - Correlation
 - Interpretation
 - Diffusion
 - Socialization
10. Who was the scholar who stated that development is not material development but human development?
- Dudley Seers
 - Mahatma Gandhi
 - Edgar Owens
 - Everett M. Rogers
 - Srinivas Melkote
11. Which of the following belongs to the steps of creative thinking, introduced by Graham Wallas?
- Sensation
 - Imagination
 - Perception
 - Illustration
 - Verification
12. Understanding and interpreting a message belong to
- criticism.
 - analysis.
 - literacy.
 - evaluation.
 - usage.
13. What are the two media that **do not** include current affairs adequately?
- radio and television
 - television and cinema
 - cinema and newspaper
 - newspaper and magazine
 - magazine and book
14. All media carried a number of news reports on Dengue fever, last week. This is
- a media amplification.
 - a media influence.
 - a media noise.
 - a media feed-back.
 - an act of gatekeeping.
15. The agriculture teacher said in the class that possessing similar fields of experience among the groups facilitates the success of the project in the development process. According to the definitions of communication, this idea is mostly related to
- Harold D. Lasswell.
 - Wilbur Schramm.
 - Edward Sapier.
 - Claude Shannon.
 - Charles Coolie.
16. Select the **false** statement on media literacy.
- It is a multi-dimensional concept.
 - It is based on perceived information.
 - Immotional, aesthetic and moral aspects are also important.
 - It is based on excessive exposure to media.
 - It can be developed through self-effort.
17. What is the option that indicates only the elements of creativity introduced by Leonardo Da Vinci?
- curiosity, constant practice, connections
 - sfumato, perception, sensation
 - connections, sensation, sfumato
 - demonstration, perception, curiosity
 - sensation, constant practice, topical exploration

[See page three]

18. The receiver's role has been changed due to new media trends. Select the option that matches this statement, most.
- Receiver has become an active user.
 - Receiver has become familiar with the usage of new technology.
 - Receiver is a consumer who obtain media contents through ordering.
 - Receiver sometimes constructs media content, actively.
 - Receiver has freed from the gatekeeping influence to some extent.
19. A student needed to refer several old newspapers for his research. He could obtain relevant information from home through the websites, without going to a library. Which feature of new media assisted this process?
- Networking
 - Hypertextuality
 - Fast messaging
 - Database
 - Automation
20. Select the option that includes the three main categories of certificates of the Public Performance Board.
- X, U, B
 - S, M, R
 - U, X, A
 - H, U, B
 - A, X, R
21. A musical show had been organised to celebrate the dawn of the new year by a certain TV channel. What is the communication type this musical show belongs to,
- Group communication
 - Virtual communication
 - Mass communication
 - Public communication
 - Audio communication
22. Select the option that includes only the internal public relations tools.
- press releases, newsletter, annual trips
 - email, media kits, newsletter
 - notice board, annual trips, internal communication system
 - suggestion box, exhibitions, notice board
 - annual reports, internal communication system, press releases
23. Which of the following mostly affects the formation of classical culture?
- Traditional culture
 - Mass culture
 - Popular culture
 - Global culture
 - Media culture
24. What is the option that includes only the elements of the communication process?
- encoding, vision, effect, noise
 - field of experience, channels, listening, decoding
 - noise, receiver, context, perception
 - communicator, feedback, cognition, channels
 - context, noise, effect, field of experience
25. Consider the following facts.

	Terminology	Description
A	Grouping	Comparing the equal and unequal parts in a news item
B	Deduction	Attempting to explain something special using common facts
C	Synthesis	Developing a new structure by joining existing parts

Which indicates the matching terminology and description,

- Only in A
- Only in A and B
- Only in A and C
- Only in B and C
- In all A, B and C

[See page four]

26. What is the media trend that introduces information as a commercial good (product)?
 (1) Media convergence (2) Demassification
 (3) Consumerism (4) Globalization
 (5) Commodification
27. After hearing an announcement through the loudspeaker at the playground, Nimal thought to inform Kumara about it. He discussed about it with Kumara, over his mobile phone. The communication types that can be seen here in order are,
 (1) public, intra-personal and inter-personal communication
 (2) public, audio and group communication
 (3) group, mass and inter-personal communication
 (4) audio, intra-personal and inter-personal communication
 (5) inter-personal, group and mass communication
28. During a discussion on Universal Declaration of Human Rights, following ideas were presented.
 A - As this is not a treaty, there is no direct binding in legal terms for member countries.
 B - It was created as a result of the Second World War.
 C - This declaration was launched in 1948.
 D - The 19th article is relevant to communication.
 E - 01st of December of every year is named as Universal Human Rights Day.
 Among the above statements, the opinion which is **not relevant** to the Universal Declaration of Human Rights is,
 (1) A. (2) B. (3) C. (4) D. (5) E.
29. Kumara listened to a song aired through radio to get rid of a problem he encountered. This communication situation can be referred as,
 (1) cognition. (2) diversion. (3) withdrawal.
 (4) amplification. (5) social utility.
30. Communicating to a target audience instead of a large scattered audience is a basic feature of,
 (1) demassification. (2) digitalization.
 (3) mass communication. (4) commodification.
 (5) convergence.
31. In a survey, which of the following displays stability, from the beginning?
 (1) Amount of data (2) Research problem
 (3) Literature review (4) Way of presenting data
 (5) Conclusion
32. There was a discussion among the students in the classroom regarding the gatekeeping process that occurs in mass media.
 Madhu - Messages are censored due to this process.
 Ravi - News can be distorted.
 Kamala - It may increase the value of news.
 Among them, the acceptable idea/ideas is/are presented by,
 (1) only Madhu. (2) only Kamala and Madhu.
 (3) only Ravi and Kamala. (4) only Madhu and Ravi.
 (5) all Madhu, Ravi and Kamala.
33. What kind of communication can be seen in public relations publicity model?
 (1) One-way communication (2) Two-way communication
 (3) Unbalanced communication (4) Closed communication
 (5) Verbal communication

[See page five]

34. Media ratings explain
 (1) commercialization. (2) public relations.
 (3) quality of media. (4) nature of media consumerism.
 (5) increase of media commodification.
- Use the illustration given below to answer questions from 35 - 38.
- Imagine that S is the source of communication process that belongs to two different communication models.
-
- ```

graph LR
 subgraph Left_Model [Left Model]
 D[D] --> C[C]
 C --> Box1[]
 Box1 --> A[A]
 A --> S[S]
 end
 subgraph Right_Model [Right Model]
 S --> P[P]
 P --> Q[Q]
 Q --> R[R]
 R --> S
 end
 B[B] --> Box1

```
35. The basic element of communication introduced for the first time by the communication model on the left side is,  
 (1) field of experience. (2) feedback.  
 (3) effect. (4) noise.  
 (5) context.
36. An element that does **not** belong to either of the two communication models on the left and right sides is,  
 (1) message. (2) noise.  
 (3) encoding. (4) decoding.  
 (5) feedback.
37. The element of communication that flows from S to D in the communication model on the left side, is represented in the model on the right side by,  
 (1) S only. (2) Q only.  
 (3) R only. (4) P and Q only.  
 (5) P and R only.
38. Two elements included in the model on the right side, which were indirectly introduced by the model on the left side are  
 (1) communicator and context. (2) field of experience and noise.  
 (3) encoding and decoding. (4) interpretation and effect.  
 (5) transmitter and destination.
39. What is the task that is **not** common to all three roles of media officer, public relations officer and event manager?  
 (1) Image promotion (2) Financial management  
 (3) Informing stakeholders (4) Holding press conferences  
 (5) Conflict management
40. In Sri Lanka, frequencies for electronic media broadcasting are allocated by,  
 (1) Sri Lanka Broadcasting Corporation.  
 (2) Sri Lanka Rupavahini Corporation.  
 (3) National Intellectual Property Office.  
 (4) Sri Lanka Broadcasters' Guild.  
 (5) Sri Lanka Telecommunication Regulatory Commission.

[See page six]



41. Select the **incorrect** statement in relation to selecting the sample for a media survey.
- (1) The sample is selected to represent the total population.
  - (2) Sample should be selected according to the nature of the problem.
  - (3) Statistical base is important in selecting the sample.
  - (4) By being bias when selecting the sample, the population is well represented.
  - (5) Conclusions can be reached on total population through a well mixed sample.
42. Consider the following statements about regulation.
- A - Established by law  
B - There is a connection with academic researchers
- Select the correct option related to the statements A and B.
- (1) A co-regulation B in-house regulation.
  - (2) A in-house regulation B Co-regulation.
  - (3) Both A and B - Statutory regulation.
  - (4) Both A and B - Co-regulation.
  - (5) Both A and B - In-house regulation.
43. The powerfulness of Raja's social media usage, helped him to secure the job, when he faced an interview for a competitive position. The most important social media in such an occasion is,
- (1) LinkedIn.
  - (2) Twitter.
  - (3) TikTok.
  - (4) Facebook.
  - (5) Instagram.
44. Select the **incorrect** statement related to the Intellectual Property Act from the statements given below.
- (1) Interlectual property depends on creativity and the ownership.
  - (2) The room for fair use does not violate the limits of Interlectual property.
  - (3) The process of creation is protected by legal regulations.
  - (4) Only the economic rights belong to interlectual property.
  - (5) The adaptation, translation and distribution rights are owned by the author.
45. Pay attention to the following institutions and details.

| Institutions                                         | Details                                                                     |
|------------------------------------------------------|-----------------------------------------------------------------------------|
| 1. Sri Lanka Telecommunication Regulatory Commission | - A. The Chairman and the Board of Directors are appointed by the President |
| 2. Sri Lanka Press Council                           | - B. Established in 2003 affiliated to Sri Lanka Press Institute.           |
| 3. Public Performance Board                          | - C. Complaints related to the issues of mobile phone usage can be lodged.  |
| 4. Press Complaints Commission of Sri Lanka          | - D. Complaints related to social media networks can be forwarded.          |
| 5. Sri Lanka Computer Emergency Readiness Team       | - E. Appointing members is a task of the minister incharge of the subject.  |

When the institutions and details are matched, the accurate answer is,

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

[See page seven]

46. Ramesh was searching information about a certain incident on a news website. He could access more information regarding the same, by clicking a symbol of a finger in the section where he was reading. The term that explains this act is,
- (1) Digitalization
  - (2) Interactivity
  - (3) Networking
  - (4) Hypertextuality
  - (5) Automation
47. Publishing the content of an advertisement as a news is called as
- (1) newshole.
  - (2) classified advertisements.
  - (3) advertorial.
  - (4) paid news.
  - (5) press release.
48. Select the **correct** statement about traditional media.
- (1) Its shape is stereo typed.
  - (2) It is excluded from socialization.
  - (3) It exists through generations.
  - (4) Author can be identified on most occasions.
  - (5) It has no flexibility.
49. What is meant by 'diffusion of innovation'?
- (1) Participation of public for development.
  - (2) Dissemination of information widely.
  - (3) The relationship between communication and development.
  - (4) Spreading technological trends and ideas.
  - (5) Introducing modernization process to the society.
50. Cooperate Social Responsibility (CSR) projects for attracting consumers are mostly implemented in
- (1) media public relations.
  - (2) business public relations.
  - (3) professional public relations.
  - (4) state public relations.
  - (5) institutional public relations.

\* \* \*



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கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2023 (2024)

General Certificate of Education (Adv. Level) Examination, 2023 (2024)

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.

- Communication is diverse.
  - Name **two** characteristics that can be seen in new media. (04 marks)
  - Briefly explain **two** benefits of intra-personal communication. (08 marks)
  - Analyse the **three** main functions that should be fulfilled by mass media as mentioned by Wilbur Schramm. (12 marks)
  - Explain the importance of inter-cultural study for a creator referring to **four** points. (16 marks)
- Drawing the attention of the receiver is important in the process of mass media.
  - Name **four** key characteristics of mass communication. (04 marks)
  - Briefly explain **two** skills of a critical receiver. (08 marks)
  - Describe **three** strategies that can be used to attract the receiver in business public relations. (12 marks)
  - Explain the importance of a media policy of a country, referring to **four** main factors. (16 marks)
- The communication skills of the receivers have been developed due to contemporary media trends.
  - Name **four** points that contribute to enhance verbal communication skills. (04 marks)
  - Briefly explain **two** ways as to how virtual communication can be used for educational purposes. (08 marks)
  - Describe **three** specialities of traditional media with examples. (12 marks)
  - Name **four** institutional trends related to the media field of Sri Lanka and describe **two** of them with examples. (16 marks)
- Name **two** non-verbal communication methods which can be seen in body language. (04 marks)
  - Describe briefly **two** benefits of using group communication in school media club. (08 marks)
  - Explain **three** basic components of the communication model of Aristotle with examples. (12 marks)
  - Folk drama creates various communication settings. Explain this statement with reference to **two** folk dramas from your context, separately. (16 marks)

[See page two]

- Name **two** characteristics of radio medium. (04 marks)
  - Describe briefly **two** points that enhance oral communication skills. (08 marks)
  - The concept of literacy has been expanded across many fields at present. Explain **two** of the following fields with examples.
    - Visual literacy
    - Computer literacy
 (12 marks)
  - Explain how global culture has affected current social changes with reference to **four** main points. (16 marks)
- Name **two** main categories of film medium. (04 marks)
  - Describe possible harm made to the message in the mass communication process, referring to the **two** main categories of noise. (08 marks)
  - Explain **three** ideologies that can be used in media criticism. (12 marks)
  - "The social impact caused by social media is both positive and negative." Explain **two** positive and **two** negative effects separately, with examples. (16 marks)
- An expert preparing a regional development project needed information regarding certain government institutions.
  - Name **two** types of information that **cannot** be obtained (exceptions) from institutions under the Right to Information Act. (04 marks)
  - A questionnaire was prepared to obtain information from the public. Explain **two** facts in brief, that should **not** be practised when preparing a questionnaire. (08 marks)
  - Conflicts can arise when implementing a development project. Describe **three** steps that are followed in conflict resolution. (12 marks)
  - Media convergence affects the process of disseminating development information within a society. Explain media convergence with reference to the following media.
    - Newspaper
    - Radio
    - Television
    - Cinema
 (16 marks)

\* \* \*