

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, 2025
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2025
General Certificate of Education (Adv. Level) Examination, 2025

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. One who exchanges information with another party is
 - (1) the communicator.
 - (2) the receiver.
 - (3) the gate-keeper.
 - (4) the mediator.
 - (5) the influencer.
2. Communication takes place according to different situations. This means that communication is
 - (1) purposive.
 - (2) symbolic.
 - (3) a process.
 - (4) diverse.
 - (5) contextual.
3. "Communication is one way." This statement is most relevant to
 - (1) inter-personal communication.
 - (2) mass communication.
 - (3) formal communication.
 - (4) group communication.
 - (5) non-verbal communication.
4. Elements of communication include
 - (1) perception.
 - (2) empathy.
 - (3) context.
 - (4) socialization.
 - (5) synthesis.
5. The Independent Television Network was commenced in
 - (1) 1966.
 - (2) 1973.
 - (3) 1979.
 - (4) 1982.
 - (5) 1995.
6. 'Effect' in communication was first introduced by
 - (1) Aristotle.
 - (2) Dudley Seers.
 - (3) Harold D. Lasswell.
 - (4) Edward L. Bernays.
 - (5) Philip Kotler.
7. Communication that is carried out together with a common objective is
 - (1) inter-personal communication.
 - (2) public communication.
 - (3) formal communication.
 - (4) group communication.
 - (5) virtual communication.
8. The daily or weekly publication that includes news and advertisements which interest the public is
 - (1) the newspaper.
 - (2) the news release.
 - (3) the magazine.
 - (4) the newsletter.
 - (5) the booklet.

9. What is the type of communication that does **not** need the use of equipment?
- (1) Formal communication
 - (2) Audio communication
 - (3) Non-verbal communication
 - (4) Intra-personal communication
 - (5) Informal communication
10. A main fact that was explained by Leonardo Da Vinci on elements of creativity is
- (1) imagination.
 - (2) sfumato.
 - (3) propositional exploration.
 - (4) repetitive practice.
 - (5) verification.
11. According to Prof. Wilbur Schramm, the main roles that should be performed by mass media are
- (1) the roles of a teacher and a guardian.
 - (2) the roles of a guardian and expanding the sense of appreciation.
 - (3) the roles of a teacher, guardian and a discussion forum.
 - (4) the roles of developing the knowledge, diffusion of innovations and expanding the sense of appreciation.
 - (5) the roles of diffusion of innovations, developing the knowledge and dissemination of news.
12. Who introduced the syllabus of the 'Journalism Course' of Dehiwala Junior Campus?
- (1) Prof. Wimal Dissanayake
 - (2) Dr. Edwin Ariyadasa
 - (3) Prof. Ediriweera Sarachchandra
 - (4) Prof. Sunanda Mahendra
 - (5) Prof. M.B. Ariyapala
13. "The total development of society includes mental, spiritual and material needs." Who introduced this opinion?
- (1) Dudley Seers
 - (2) Edgar Owens
 - (3) Mahatma Gandhi
 - (4) Srinivas Melkote
 - (5) Wilbur Schramm
14. What is the intangible heritage of Sri Lanka that has been recognized and preserved by the UNESCO?
- (1) drama
 - (2) string puppetry
 - (3) painting
 - (4) folk art
 - (5) theatre
15. A group of students presented a patriotic song with a performance at the school morning assembly. Communication forms that can be used here are
- (1) verbal, formal and group communication.
 - (2) performing, oral and inter-personal communication.
 - (3) verbal, non-verbal and public communication.
 - (4) audio, visual and public communication.
 - (5) performing, verbal and non-verbal communication.
16. According to psychological interpretation, strengthening the ability to control one's own life is
- (1) co-existence.
 - (2) self confidence.
 - (3) self concept.
 - (4) self determination.
 - (5) free will.
17. Media literacy is basically developed through
- (1) personal locus.
 - (2) personal locus and knowledge structures.
 - (3) personal locus, knowledge structures and skills.
 - (4) personal locus, knowledge structures, skills and information sets.
 - (5) personal locus, knowledge structures, skills, information sets and targets.

18. Communicating to a specific target group is
 (1) media convergence. (2) demassification.
 (3) one way communication. (4) need centredness.
 (5) media regulation.
19. An important service, to improve the shattered image of an institution, can be obtained from
 (1) journalists. (2) marketers.
 (3) advertisers. (4) event managers.
 (5) public relation officers.
20. According to Joseph R. Dominick, a common characteristic for public relations and advertising is
 (1) marketing. (2) management.
 (3) persuasion. (4) sponsorship.
 (5) personal relations.
21. The unit, that represents the total population in a study is
 (1) data. (2) percentage.
 (3) median. (4) mode.
 (5) sample.
22. What is the media trend that allows for competition leading to financial profit in the media industry?
 (1) Globalization (2) Consumerism
 (3) Deregulation (4) Media convergence
 (5) Demassification
23. A more distant relationship with globalization is shown by the
 (1) development in communication technology.
 (2) increase in travel and migration.
 (3) growth in social competition.
 (4) accumulation of personal capital.
 (5) expansion of human diversity.
24. The right stated in 14 (1) (a) in the 1978 Constitution of the Democratic Socialist Republic of Sri Lanka,
 (1) is limited only to the Sri Lankan citizens.
 (2) can be used at one's own discretion.
 (3) can be enjoyed by everyone living in this country.
 (4) is not considered as a fundamental right.
 (5) is implemented subject only to the law of public security.
25. Consider the following statements.
A - In folk culture, creations are anonymous
B - In popular culture, humanism is considered great
C - In global culture, national cultural identities are declined
 Among the statements given above,
 (1) only *A* is correct. (2) only *B* is correct.
 (3) only *A* and *B* are correct. (4) only *A* and *C* are correct.
 (5) Only *B* and *C* are correct.
26. Select the **false** statement.
 (1) *Kolam* is a word derived from Tamil language.
 (2) The receipt of a news item by the receiver is based on gatekeeping.
 (3) Group communication is based only on the number of receivers.
 (4) The creativity of the language can be seen even in print media.
 (5) Non-verbal communication methods can be included in written communication.

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27. Select the most important question that one should know in relation to 'a piece of information' in order to maintain a higher level of media literacy.
- (1) What is the incident?
 - (2) Who are the persons involved?
 - (3) Where did it take place?
 - (4) At what time did it take place?
 - (5) How did it take place?
28. Select the most suitable option about 'media ethics and media guidelines'.
- (1) It is a professional responsibility.
 - (2) It is a legal bond.
 - (3) It is a moral usage.
 - (4) It is a personal conduct.
 - (5) It is an indicator of media freedom.
29. The mother was looking at the direction of her son who left home to go abroad, until disappearing with tears in her eyes. The most suitable camera shots to create a visual of this incident are respectively,
- (1) medium shot and medium closeup.
 - (2) extreme long shot and big closeup.
 - (3) extreme long shot and medium shot.
 - (4) closeup and extreme closeup.
 - (5) very long shot and medium shot.
30. The highest number of occurrences of an incident in a survey is shown by
- (1) median.
 - (2) mode.
 - (3) mean.
 - (4) ratio.
 - (5) class interval.
31. The communication process is viewed in a technical viewpoint by
- (1) Shannon and Weaver model of communication only.
 - (2) HUB model of communication only.
 - (3) Osgood and Schramm model of communication only.
 - (4) HUB as well as Shannon and Weaver models of communication.
 - (5) Osgood and Schramm as well as HUB models of communication.
32. Among the communication models, feedback is implied directly or indirectly
- (1) in Osgood and Schramm model only.
 - (2) in Osgood and Schramm as well as HUB models.
 - (3) in HUB as well as Aristotle models.
 - (4) in Aristotle as well as Shanon and Weaver models.
 - (5) in Shanon and Weaver as well as Osgood and Schramm models.
33. Emergence of noise can be expected in communication occasions including mass media. Noise is paid attention in
- (1) the Shanon and Weaver model of communication only.
 - (2) the Aristotle model as well as Shanon and Weaver model of communication.
 - (3) the Osgood and Schramm model as well as Aristotle model of communication.
 - (4) the HUB model as well as Osgood and Schramm model of communication.
 - (5) the Shanon and Weaver model as well as HUB model of communication.
34. Select the most accurate statement on personal locus.
- (1) It is created based on skills.
 - (2) Knowledge is the main feature in its development.
 - (3) It is developed in relation to information sets.
 - (4) When it becomes weaker an individual seems to be influenced by mass media.
 - (5) Due to mass media context, there could be changes in it.

35. Nimal who was reading an online article on agricultural products in Sri Lanka, found a link to access the Central Bank report in the article. He accessed some Central Bank reports through the link and obtained further information. The new media characteristics used by Nimal in this context respectively are
- (1) digitalization, hypertextuality and database.
 - (2) networking, interactivity and database.
 - (3) hypertextuality, automation and fast messaging.
 - (4) digitalization, automation and networking.
 - (5) automation, digitalization and hypertextuality.
36. The bodies/institutions that are **not** directly bound to provide information according to the Right to Information Act in Sri Lanka are
- (1) Departments.
 - (2) Corporations.
 - (3) Boards.
 - (4) Political parties.
 - (5) Local government bodies.
37. The highest relationship with personal casting based on an individual is shown by
- (1) newspaper.
 - (2) radio.
 - (3) television.
 - (4) new media.
 - (5) social media.
38. Using mass media to get away from problems and opt for alternatives is
- (1) divergence.
 - (2) cognition.
 - (3) abstraction.
 - (4) surveillance.
 - (5) withdrawal.
39. Select the correct statement on research data.
- (1) Data extracted from a research report is primary data.
 - (2) Qualitative data cannot be presented statistically at all.
 - (3) Quantitative data is difficult to be presented statistically.
 - (4) In data collection, questionnaire is the most suitable method.
 - (5) Through a questionnaire, qualitative as well as quantitative data can be obtained.
40. Select the correct statement about public communication.
- (1) Although there is a possibility for it to take verbal form, it never takes a non-verbal form.
 - (2) It can be used to create an opinion but it cannot be used to win the attention of different parties.
 - (3) Although it is a form of communication it uses technological devices.
 - (4) The receiver should be within the limit of receiving the message and it can be used to persuade a group of people.
 - (5) Although election rallies are an example of an occasion of public communication, musical shows do not belong to it.
41. Consider the following statements on Media literacy,
- A - It is developed unintentionally
 B - It should be connected to school education process.
 C - It is a skill that should be possessed by journalists.
 D - It is based on the perceived information.
- From the above statements,
- (1) A, B and C are correct and D is incorrect.
 - (2) A, B and D are correct and C is incorrect.
 - (3) A, C and D are correct and B is incorrect.
 - (4) B, C and D are correct and A is incorrect.
 - (5) all of A, B, C and D are correct.

42. Select the most suitable set of parties in relation to media regulation.
- | | |
|--|---------------|
| (1) Public Performance Board | - Editor |
| (2) Sri Lanka Press Complaints Commission | - Distributor |
| (3) Sri Lanka Press Council | - Reader |
| (4) Telecommunication Regulatory Commission of Sri Lanka | - Advertiser |
| (5) Computer Emergency Response Team-Sri Lanka | - Listener |
43. A personality which is capable of not becoming a victim of media owners, is developed through
- | | |
|------------------------|---------------------|
| (1) media convergence. | (2) media literacy. |
| (3) media freedom. | (4) media culture. |
| (5) media economy. | |
44. The basic steps of event management include,
- (1) planning, preparation, review and action.
 - (2) planning, review, action and sharing.
 - (3) review, preparation, action and control.
 - (4) action, planning, observation and preparation.
 - (5) review, preparation, action and observation.
45. Consider the following table that include the details on public relations.

Type	Method
A. State Public Relations	1. Press briefings
B. Institutional Public Relations	2. Social responsibility
C. Professional Public Relations	3. Elite relations
D. Business Public Relations	4. Corporate Social Responsibility (CSR)
E. Media Public Relations	5. Reputation

Select the correct option which includes the methods that match with each of the public relation types above.

- (1) A1, B2, C3, D4 and E5.
 - (2) A2, B3, C4, D5 and E1.
 - (3) A3, B4, C5, D1 and E2.
 - (4) A3, B5, C2, D4 and E1.
 - (5) A5, B4, C3, D2 and E1.
46. The MacBride Commission was established during the latter part of the 1970 decade.
- (1) to establish international relationships.
 - (2) to regulate institutional technological issues.
 - (3) to establish public services concept.
 - (4) to justify the global media representation.
 - (5) to study the change of radio frequencies.
47. The acceptance of co-regulation is the basic concept of proposed mass media policy in Sri Lanka. This indicates
- (1) that the government should control media.
 - (2) the media structure should be prepared according to international standards.
 - (3) that regulation process should be conducted by mass media institutions.
 - (4) that the government should not intervene at all in regulating mass media.
 - (5) that it takes place with government collaboration based on the intervention by media representatives.

48. The duties of a media officer **do not** include
- (1) making the public aware of the tasks of the institution.
 - (2) attending media briefings on behalf of the institution.
 - (3) managing finance and expenditure of the institution.
 - (4) using media for crisis management.
 - (5) creating different media contents for promotion.
49. Mass media has reported that the production of a food factory was suspended because many people fell sick due to consuming one of its products. As the public relation officer what do you suggest to maintain the reputation of the institution when resuming the suspended production activities?
- (1) Issuing a media release
 - (2) Organizing a factory tour for the journalists
 - (3) Releasing a video
 - (4) Conducting a media briefing
 - (5) Offering gifts to the journalists
50. Select the correct statement of the earlier conditions related to development communication.
- (1) Dudley Seers first identified the importance of national development.
 - (2) The Western scholars accepted that development communication should take place from bottom to top.
 - (3) Exploitation and dependent economy were prominent in the relations between the Western and the third world countries.
 - (4) The factors such as social marketing, modernization and media promotions were the indicators prominent in economic welfare.
 - (5) The success of the Latin American Modernization Programme in 1960's was a significant turning point in development communication.

* * *

Department of Examinations, Sri Lanka

Department Of Examinations , Sri Lanka

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
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 General Certificate of Education (Adv. Level) Examination, 2025

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.

- Name **two** informal communication methods used in the contemporary society. (04 marks)
 - Explain in brief **two** benefits of virtual communication. (08 marks)
 - Describe **three** characteristics with examples that can be seen in folk poetry as a traditional mode of communication. (12 marks)
 - Write **four** facts stated by James Watson on the achievement of creativity and explain **two** of them with examples. (16 marks)
- Name the government institution that pioneered in producing documentaries and short films locally since the colonial period. (04 marks)
 - Explain **two** elements of non-verbal communication with examples. (08 marks)
 - Describe **three** characteristics of media culture in brief. (12 marks)
 - Analyse **four** elements of the communication process in relation to one type of mass media of your choice. (16 marks)
- The teacher emphasized that we all have a responsibility towards minimizing the negative influences of the media on receivers, than imposing laws.

 - Write **two** benefits of intrapersonal communication. (04 marks)
 - Describe in brief the following facts included in the HUB model.
 - gatekeepers
 - effects
 (08 marks)
 - Describe with examples **three negative** impacts that can be caused by social media. (12 marks)
 - Write an article with not less than **250 words** to a newspaper describing with examples the duties and responsibilities of the following regulatory institutions under the topic 'The necessity of regulation for social responsibility'.
 - Sri Lanka Press Council
 - Telecommunication Regulatory Commission of Sri Lanka
 (16 marks)

4. At the Media Day ceremony, the guest speaker stated that the school should take initiatives to produce journalists and receivers with media literacy.
- (i) Name **two** special characteristics of mass media. (04 marks)
 - (ii) Describe in brief the **two** tasks of mass media, surveillance and interpretation. (08 marks)
 - (iii) Describe **three** benefits that can be obtained by establishing a high level of media literacy in relation to the radio medium. (12 marks)
 - (iv) Explain with examples the way in which the following skills of a critical receiver become important in the use of television medium.
 - (a) Analysis
 - (b) Evaluation
 - (c) Grouping
 - (d) Abstraction(16 marks)
5. (i) Name **two** types of data used in research. (04 marks)
- (ii) Mention a definition on development and describe it in brief. (08 marks)
 - (iii) Describe **three** benefits of using the survey method. (12 marks)
 - (iv) Explain with examples the way in which the public relations process takes place in the following occasions.
 - (a) Institutional public relations
 - (b) Business public relations(16 marks)
6. The Media Unit of your school plans to organize a workshop on the topic 'Cinema and society'.
- (i) Write **two** types of events related to event management, presented by Philip Kotler. (04 marks)
 - (ii) Describe in brief the necessity of media regulation under **two** facts. (08 marks)
 - (iii) If you work as an event manager related to the above workshop, describe **three** tasks related to your role. (12 marks)
 - (iv) Explain with appropriate examples, **four** methods of group communication that can be used by a speaker who addresses the audience during this workshop. (16 marks)
7. (i) Name the theory relevant to development which is introduced by Everett M. Rogers. (04 marks)
- (ii) Explain in brief what is meant by 'need centeredness' in communication for development. (08 marks)
 - (iii) Explain with examples the following occasions in which 'fair use' can be utilized according to the Intellectual Property Act of 2003.
 - (a) Criticism
 - (b) Teaching
 - (c) News reporting(12 marks)
 - (iv) Examine the nature of demassification in relation to **four** basic facts. (16 marks)