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

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இலங்கைப் பரீட்சைத் திணைக்களம்
Department of Examinations, Sri Lanka

අධ්‍යයන පොදු සහතික පත්‍ර (උසස් පෙළ) විභාගය, 2024
கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2024
General Certificate of Education (Adv. Level) Examination, 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** (×) in accordance with the instructions given on the back of the answer sheet.*

1. The communication process mainly consists of
(1) opinions. (2) incidents. (3) symbols.
(4) information. (5) individuals.

2. The process of converting the opinions and feelings of the communicator to messages is
(1) imagination. (2) decoding. (3) speech.
(4) encoding. (5) perception.

3. What is the communication type that can be seen in a creation by a script writer based on his experiences?
(1) creative (2) interpersonal (3) written
(4) informal (5) intrapersonal

4. The relationship between communication and the surrounding it takes place, means
(1) having objectives. (2) being symbolical. (3) being diverse.
(4) being contextual. (5) being one way and two way.

5. What was originated as a result of the advancement of telephone and telegraph technology?
(1) newspaper (2) magazine (3) E-newspaper
(4) television (5) radio

6. Engaging in interactive communication is more convenient in
(1) interpersonal communication.
(2) group communication.
(3) virtual communication.
(4) machine assisted interpersonal communication.
(5) machine assisted group communication.

7. Federal Communication Commission is
(1) an American media regulatory institution.
(2) a British broadcasting regulatory institution.
(3) a global institution that promotes public services.
(4) a radio waves regulatory authority.
(5) a social media regulatory institution.

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8. The party to which the highest attention is paid during a radio media programme is
(1) communicator. (2) owner. (3) sponsor.
(4) receiver. (5) reporter.

9. Which is bound together and continuously published during a specific period of time by including information required for day-to-day life is
(1) newspapers. (2) books. (3) religious leaflets.
(4) magazines. (5) ordinances.

10. The most conspicuous feature that can be seen in mass media information is
(1) variety. (2) complexity. (3) daily basis.
(4) attractiveness. (5) credibility.

11. The basis to store information and preserve them is made with the
(1) origin of language.
(2) commencement of writing.
(3) commencement of mass media.
(4) advancement of printing technology.
(5) advent of digital database.

12. The decisions on information provided by mass media are taken by
(1) media owners. (2) advertisers. (3) editors.
(4) gatekeepers. (5) competent authorities.

13. Who or which institution stated that public relations are the measures taken to establish human morality with good intentions?
(1) Edward L. Bernays
(2) Charles Placard
(3) Sam Black
(4) Joseph R. Dominick
(5) British Chartered Institute of Public Relations

14. Consider the following ideas.
A - Words can be selected according to the receiver
B - Can listen attentively
C - Non-verbal communication can be used
D - A specific hierarchy can be seen
Among the ideas given above, which are more relevant to effective oral communication?
(1) *A* and *B* (2) *A* and *C* (3) *B* and *C*
(4) *B* and *D* (5) *C* and *D*

15. Knowledge structures related to media literacy are developed
(1) through experience.
(2) unconsciously.
(3) based on the individual's objectives.
(4) through social interaction.
(5) based on a selected set of information.

16. A traditional media method that aims to protect crops, prevent from unlucky hazards and provide entertainment is
(1) folk poems. (2) folk tales. (3) Kolam drama.
(4) exorcism. (5) Sokari drama.

17. At present one can read newspapers, listen to radio, watch television and movies through the internet. The concept that describes this situation is
(1) demassification. (2) media convergence. (3) deregulation.
(4) globalization. (5) media regulation.

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18. 'Many Voices, One World' report was presented by
(1) United Nations Organization. (2) Non Aligned Summit. (3) UNESCO.
(4) Commonwealth of Nations. (5) European Union.

19. Media literacy is a multi-dimensional concept. The main dimensions that belong to it are
(1) perceptive, emotional, aesthetic and moral dimensions.
(2) emotional, aesthetic, moral and political dimensions.
(3) aesthetic, moral, personal and interactive dimensions.
(4) moral, personal, political and emotional dimensions.
(5) personal, interactive, emotional and perceptive dimensions.

20. The Universal Declaration of Human Rights
(1) is of a contractual nature and it has a direct legal binding.
(2) is a document based on right to speech and expression.
(3) is relevant to the citizens of the countries that belong to the United Nations Organization.
(4) was published as a result of the experiences of the World War I.
(5) created the basis for fundamental rights in many countries.

21. Tasks that are specific to new media and social media are
(1) providing information and entertainment.
(2) socialization and education.
(3) establishing alternative platforms and relationships.
(4) surveillance and interpretation.
(5) the role of a protector and a teacher.

22. When compared to cinema, a special feature to television is that it
(1) consists of a collective creation process.
(2) uses scripts.
(3) is an artistic medium.
(4) is a common medium.
(5) uses visual literacy.

23. The characteristic to which more attention is paid by television medium in the contemporary popular culture is
(1) the value of education.
(2) respecting humanism.
(3) the value of simplicity.
(4) the importance of aesthetic elements.
(5) the attractiveness of consumption.

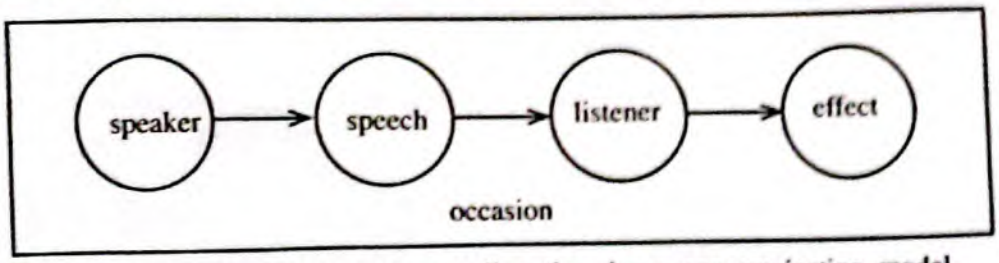
24. The intelligence needed to identify the illusion and the reality created by media is developed through
(1) media education.
(2) media literacy.
(3) media criticism.
(4) media analysis.
(5) attention on media.

25. The grandfather said "During our time we got all the knowledge from our ancestors rather than from what is said in different mass media." He talks about
(1) folk beliefs.
(2) legends.
(3) folklore.
(4) myths.
(5) folk tales.

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● Use the communication model given below to answer questions **26 - 29**.



26. Select the **incorrect** statement regarding the above communication model.

(1) It is a western communication model.
(2) It is not a model presented in relation to mass media.
(3) It pays more attention on group communication.
(4) It expresses exchange of information.
(5) It pays attention on persuading the receiver.

27. A basic element in the communication process that can be seen in the communication model of Harold D. Lasswell but which **cannot** be seen in the above model is

(1) channel. (2) feedback. (3) noise.
(4) field of experience. (5) transmitter.

28. The Schramm-Osgood model of communication is different from the communication models in the above **26** and **27** questions as it

(1) expresses the nature of the noise.
(2) pays attention on symbols.
(3) implies feedback process.
(4) displays the function of the transmitter.
(5) mentions about the field of experience.

29. A basic element in the communication process that can be seen in Shannon-Weaver communication model but which **cannot** be seen in any other model mentioned in the above **26**, **27** and **28** questions is

(1) channel. (2) noise. (3) effect.
(4) feedback. (5) occasion.

30. As a journalist, you expect to reveal about an illegal transaction of a government institution to the public, after confirming the relevant facts. The most suitable legal source that can be used for this purpose is

(1) Intellectual Property Act.
(2) Sri Lanka Press Council Act.
(3) Right to Information Act.
(4) Universal Declaration of Human Rights.
(5) 14 (i) (a) sub constitution of the 1978 constitution.

31. The additional documents that could be important for a person who reads a survey report, should be included in

(1) the introduction.
(2) the methodology.
(3) the data analysis.
(4) the appendix.
(5) the references.

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32. Consider the following statements related to demassification.

A - It developed during the latter part of the 20th century and expanded further in the 21st century.

B - Video games and online games have contributed to the expansion of this process.

C - An unequal and diverse audience is created.

D - Instead of selecting messages according to one's own interest, it can be seen that one is essentially exposed to these messages.

The correct statements from the above are

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

33. Select the correct statement on the popular culture.

(1) Popular culture includes the residuals of the folk culture.
(2) Folk culture is not at all considered as a synonym for popular culture.
(3) It is a mission of the popular culture to bring the public closer to the classical culture.
(4) It has a comparatively low potentiality to grow as an industry.
(5) A basic feature of it is that a specific location and a time should be allocated.

34. Several opinions that arose from the students in the class regarding non-verbal communication are given below.

Ravi - Uses signs and symbols

Kamala - This does not include photographs and posters

Ruvina - It can change according to the ethnicity

Correct opinions regarding the non-verbal communication are expressed by

(1) Ravi only.
(2) Kamala only.
(3) Ruvina only
(4) Ravi and Ruvina only.
(5) All including Ravi, Kamala and Ruvina.

35. During a film workshop, the teacher told a student to take a camera shot depicting the beauty of the surroundings where the main character of the film lives. The most suitable camera shot for that is

(1) long shot. (2) medium shot. (3) close-up.
(4) big close-up. (5) medium close-up.

36. An owner of a television channel sold it to another person after five years of its commencement. The media trend relevant to this is

(1) deregulation. (2) consumerism. (3) commercialization.
(4) comodification. (5) globalization.

37. What should be included in the introductory section of a survey report?

(1) Details of the data collection methods used for the survey
(2) Details of the sources used for the survey
(3) Details of the sample used to collect data
(4) Details of the problem that provided the background for the survey process.
(5) Facts revealed through the data analysis

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38. Several characteristics of media are given below.

A - Use of simple language
B - Diverse audience
C - Delayed feedback
D - Based on experiences

What is the most accurate option regarding the above characteristics?

(1) A and B belong to traditional media.
(2) A and C belong to traditional media.
(3) B and C belong to mass media.
(4) A and C belong to traditional media and B and D belong to mass media.
(5) A and D belong to traditional media and B and C belong to mass media.

39. Select the correct statement about media culture.

(1) It does not get conditioned according to social needs.
(2) It did not emerge along with mass media and develop with it.
(3) It cannot be described as the 'culture of the information society'.
(4) It does not belong to the information era of the human social evolution.
(5) It does not assist in personal socialization and cultural process.

40. Select the **incorrect** statement related to the feminist criticism on media.

(1) Sexual equality related to feminine rights is its foundation.
(2) It pays attention on discrimination against women by the media.
(3) It accepts that women should be depicted stereotypically, by the media.
(4) It highlights that femininity is not depicted naturally in media.
(5) It accepts that media should contribute to spread the values of femininity.

41. In public relations, the idea that "nothing should be concealed by communication" is prominently indicated in

(1) publicity model.
(2) public information model.
(3) press-agentry model.
(4) two way symmetrical model.
(5) two way asymmetrical model.

42. What is the amendment to the local constitution that assured Right to Information as a fundamental right?

(1) 13th Amendment (2) 15th Amendment (3) 18th Amendment
(4) 19th Amendment (5) 20th Amendment

43. Nimal who is a player of Wijaya house was assigned the post of event manager in the sports meet. A minimum relevance to the task of Nimal is

(1) crisis management. (2) identifying target groups.
(3) reserving a location. (4) deciding the budget.
(5) announcing.

44. Certain media regulatory approaches and characteristics are included in the following table.

	Approach		Characteristic
A	self regulation	X	with high political power
B	co regulation	Y	no government interference
C	statutory regulation	Z	established by law

Select the option in which the relevant characteristics are correctly matched with the above approaches.

(1) AX, BZ, CY (2) AX, BY, CZ (3) AY, BZ, CX
(4) AY, BX, CZ (5) AZ, BY, CX

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45. Select the correct statement regarding the role of mass media.
(1) Surveillance is providing information by being attentive.
(2) Providing information is reviewing different incidents and presenting them.
(3) Socialization is making changes in the individual, social behaviours and expectations.
(4) Providing instructions is developing mutual relationships between persons and different institutions.
(5) Providing information is making the public aware of social values and allow them to identify the common problems and challenges.

46. A communication approach that **does not** belong to the interconnected development, presented by the United Nations Organization is
(1) communication for regulation.
(2) communication for social changes.
(3) communication for ecological balance.
(4) communication for behavioural changes.
(5) communication for minimizing poverty.

47. Nimali understood that she has become a victim of a financial fraud as she entered her bank account details to a website that belonged to a company selling cosmetic products. In order to obtain a solution she should complain to
(1) the relevant cosmetic product company.
(2) Sri Lanka Telecommunication Regulatory Commission.
(3) the bank where she maintains her account.
(4) Sri Lanka Computer Emergency Readiness Team.
(5) Human Rights Commission of Sri Lanka.

48. In writing a survey report, details of the sources referred for that study should be included. If the source is a book, importance is **not** given in referencing to the
(1) author name and name of the book.
(2) name of the book and year of publication.
(3) year of publication and publishing company.
(4) publishing company and location.
(5) printer and the distributors.

49. Select the correct statement about symbols.
(1) Some symbols are unseen.
(2) Gestures and postures are not symbols.
(3) When symbols are incorrect, there is no communication.
(4) Symbols are not needed to express emotions.
(5) Smell cannot be considered as a symbol.

50. The expertise about the task which is important to develop his needs, knowledge and skills are very beneficial to a person. The necessity to develop it, is relevant to
(1) need centredness.
(2) communication expectations for development.
(3) competencies related to self determination.
(4) consciousness related to participatory democracy.
(5) Ecological balance related to the building a better environment.

* * *