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கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2017 டிசம்பர்
General Certificate of Education (Ord. Level) Examination, December 2017

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தொடர்பாடலும் ஊடகக் கல்வியும் **I, II**
Communication and Media Studies I, II

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மூன்று மணித்தியாலம்
Three hours

Communication and Media Studies I

Note :

- Answer **all** questions.
- In each of the questions from **1** to **40**, pick one of the alternatives (1), (2), (3), (4) which is **correct** or **most appropriate**.
- Mark a cross (X) on the number corresponding to your choice in the answer sheet provided.
- Further instructions are given on the back of the answer sheet. Follow them carefully.

- The first registered sinhala newspaper in Sri Lanka is
(1) Lakmini Pahana. (2) Lakrivi Kirana. (3) Lankalokaya. (4) Swadesha Mithraya.
- A majority of people in society pays more attention to
(1) hard news. (2) direct news. (3) soft news. (4) current news.
- During a lesson, a page of your notebook can be projected on the wide-screen so that the whole class can see it using a
(1) multi-media projector. (2) epidiascope.
(3) overhead projector. (4) slide projector.
- Personal opinions of the newspaper journalist are **not** included in
(1) columns. (2) feature articles. (3) cartoons. (4) editorial.
- When a book is printed for the first time, its International Standard Book Number is obtained from the
(1) Ministry of Mass Media.
(2) Educational Publications Department.
(3) National Library and Documentation Services Board.
(4) National Institute of Education.
- When a series of photographs in a sequence is projected in rapid succession by a cinema projector, a seemingly moving scene is created. This happens because of
(1) eye contact. (2) visual illusion. (3) short-sightedness. (4) visual persistence.
- The relationship between the group and the communicator is **minimally** displayed by the
(1) instructor at a seminar. (2) president at an association.
(3) patient at a medical clinic. (4) chief editor at an editorial board.
- Rohan wanted to observe the behaviour of his workers of the factory from his house. The most suitable for this purpose is a
(1) television camera with zoom lenses. (2) television camera with long distance lenses.
(3) closed circuit television camera. (4) modern digital television camera.
- In a newspaper, the creative use of satire is **not** possible in a
(1) report. (2) column. (3) cartoon. (4) headline.
- Based on the number of copies printed, the publisher of Kamal's short story collection paid Kamal an amount of Rs. 20,000. What Kamal has received is
(1) intellectual property. (2) royalty.
(3) ethical right. (4) copyright.

[see page two]

11. What is **least** likely to be a main objective of a state media station is
(1) the promotion of state policies. (2) giving publicity to development plans.
(3) earning an income through commercials. (4) asserting the image of the government.
12. What is the **incorrect** statement about Professor Harold D. Lasswell's definition of communication?
(1) The communicator receives more importance.
(2) The message is subject to technical noises.
(3) The message brings about a change in the receiver.
(4) What happens always is a one way communication.
13. The type of communication that happens through inscriptions and charters is
(1) non-verbal as well as written communication.
(2) written as well as verbal communication.
(3) verbal as well as unwritten communication.
(4) unwritten as well as non-verbal communication.
14. What is **least** likely to be a feature of an electronic newspaper is that
(1) it can be accessed from anywhere. (2) its information can be updated regularly.
(3) its feedback is relatively faster. (4) its content is similar to its printed version.
15. Select the correct statement on news magazine programmes of television.
(1) It can have many segments. (2) It always uses only one theme.
(3) It mostly includes live broadcasts. (4) It does not include soft news.
16. In advertisers' view, children have a high commercial value. Select the statement that is most distant from this statement.
(1) Children can persuade adults.
(2) Children's needs are fixed.
(3) Children have little knowledge about the market.
(4) Children have a long-lasting commercial value.
17. What is **not** a criterion of the quality of information is
(1) being correct and concise. (2) being dynamic and flexible.
(3) being contemporary and relevant. (4) being purposive and complete.
18. Select the **incorrect** statement about advertisements in newspapers.
(1) Compared to news, less space is allocated for advertisements.
(2) Day-to-day expenses and the maintenance of the institute depend on advertisements.
(3) In the planning process of a daily newspaper, priority is given to advertisements.
(4) It is possible for advertisers to influence the content of the newspaper in different ways.
19. According to the Intellectual Property Act, the ethical rights
(1) are related to the identity of the creator. (2) can be transferred if needed.
(3) bring financial benefits. (4) are not accepted by law.
20. Select the **incorrect** statement about websites.
(1) Website is a collection of electronic information.
(2) To maintain a website, a fixed fee has to be paid.
(3) Website can be accessed from anywhere via the Internet.
(4) Most of the time, a password is required to enter a website.
21. A feature that is **not** associated with mass communication is
(1) the absence of face to face interaction between the communicator and receiver.
(2) the existence of a group of professional communicators.
(3) the existence of a large network of receivers.
(4) the close relationship between the receiver and communicator.
22. The 'Light-house technique' is most appropriate for
(1) inter-personal communication. (2) mass communication.
(3) group communication. (4) intra-personal communication.
23. The manager of a company is informally discussing his future plans with a selected group from the company. The group is further exchanging information about the plan with another group known to them. What has been in operation in this instance is a
(1) single stand chain. (2) gossip chain. (3) probability chain. (4) cluster chain.

[see page three]

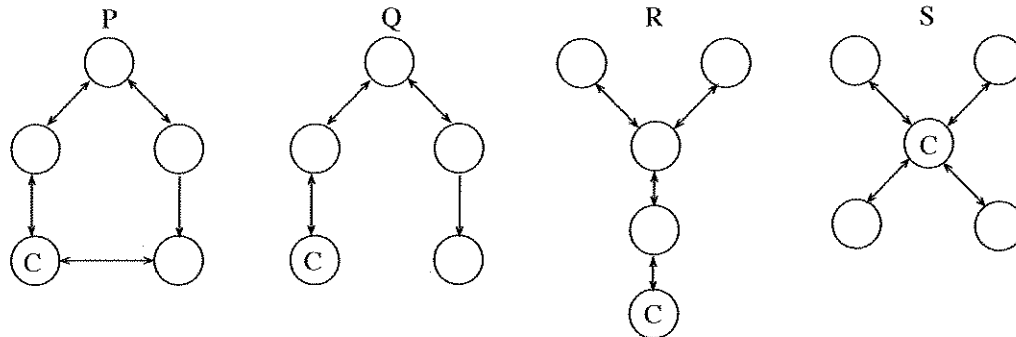
24. In day-to-day life, the act of knowing information is **not** directly related to
 (1) cultivating the habit of reading. (2) facilitating the act of making decisions.
 (3) solving problems. (4) establishing relationships.
25. A basic factor **not** considered in the classification of newspapers is
 (1) the term it is printed. (2) the size of the newspaper.
 (3) the nature of the readers. (4) the number of pages.
26. The accurate assessment of social image is that
 (1) it can be considered a mere belief.
 (2) it is likely to be developed even due to thieves and thugs.
 (3) it often brings about positive results in society.
 (4) it is created from mass communication itself.
27. Kamal, who wanted to visit an attractive place that he had seen on a TV programme, met and told his friend Nimal about it. Then Nimal said that he had to discuss about it with his parents. The type of communication relevant to this situation can be ordered as
 (1) mass, intra-personal, inter-personal and group communication.
 (2) intra-personal, mass, inter-personal and group communication.
 (3) mass, inter-personal, group and intra-personal communication.
 (4) mass, inter-personal, intra-personal and group communication.
28. Direct legal influence on the use of media can be executed by
 (1) Editors' Guild of Sri Lanka. (2) Press Complaints Commission of Sri Lanka.
 (3) Sri Lanka Press Council. (4) The Sri Lankan Constitution.
29. What is the **incorrect** statement in relation to Sri Lanka radio?
 (1) Edward Harper is its founder.
 (2) It is the first radio service in asia.
 (3) Sir Hue Clifford is its first Director General.
 (4) Mr. D.M.Colombage is its first sinhala announcer.
30. In an area where CCTV cameras are in operation, the display of a sign like the one below is most suitable, because
 (1) people are informed about it.
 (2) it honours the ethic of respecting one's privacy.
 (3) it encourages people not to commit misdeeds.
 (4) advice is provided in advance.
-
31. A type of communication and a form of communication are respectively
 (1) mass communication and group communication.
 (2) group communication and audio communication.
 (3) audio-visual communication and oral communication.
 (4) inter-personal communication and group communication.
32. The format that is most suitable for a radio programme on biographical details of an artist and his/her creations is
 (1) magazine format. (2) musical programme format.
 (3) documentary format. (4) interview format.
33. Equipment used to complete the process of a computer-based publication process can be listed as
 (1) laminating machine, binding equipment, cutter and stepler.
 (2) laser printer, photocopier, stepler and laminating machine.
 (3) computer, laser printer, laminating machine and binding equipment.
 (4) printing machine, photocopier, binding equipment and laminating machine.
34. The tools used at an office from the time a letter is received until a reply is sent can be listed in order as
 (1) date stamp, computer, office seal and postal seal.
 (2) computer, office seal, date stamp and postal seal.
 (3) postal seal, date stamp, computer and office seal.
 (4) date stamp, office seal, computer and postal seal.

[see page four]

35. The assistance that employees receive from mass media to carry out their jobs in a proper manner, is an instance of

- (1) protecting human rights and responsibilities.
- (2) strengthening the concept of citizenship.
- (3) supporting the orderliness of the working world.
- (4) developing the knowledge about different professions.

36.



Among the diagrams above, that chain model is displayed by

- (1) P
- (2) Q
- (3) R
- (4) S

37. John Logie Baird, Johannes Gutenberg, Guglielmo Marconi, Charlie Chaplin are respectively associated with

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

38. Lalith, who appeared in an interview at a media institute received an appointment letter that has the following basic details.

- receives a monthly salary
- entitle for benefits of the organization
- should fulfill assigned responsibilities

According to these, Lalith has been given an appointment as a

- (1) freelance journalist.
- (2) citizen journalist.
- (3) staff reporter.
- (4) regional reporter.

39. Some views expressed by students in a classroom on television news reports are given below.

Kavitha: The credibility of the reported event depends on pictures that are shown.

Rani: The way of presenting information has its own style.

Devi: The policies of the channel can decide the nature of prominence given to news.

Waruni: It is very important to control the news presenter's body language and emotions.

Among these, the accurate statements are made by

- (1) Kavitha and Rani.
- (2) Rani and Devi.
- (3) Kavitha, Rani and Devi.
- (4) All Kavitha, Rani, Devi and Waruni.

40. As stated by media students, given below are some points that a critical receiver should pay attention to in the analysis of the news bulletin of a media channel.

- A – the media ownership
- B – the target audience
- C – the providers of advertisements
- D – political affiliations

Among these, what is important in the relevant analysis is

- (1) Only A, B and C
- (2) Only A, B and D
- (3) Only A, C and D
- (4) All A, B, C and D

* *

[see page five

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පැරණි නිර්දේශය/பழைய பாடத்திட்டம்/Old Syllabus

<p>OLD</p>	<p>87 E I, II</p>
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සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය **I, II**
தொடர்பாடலும் ஊடகக் கல்வியும் **I, II**
Communication and Media Studies I, II

Communication and Media Studies II

- * Answer *five* questions in all, including question No. 1 and selecting *four* others.
- * Question No. 1 carries **20** marks, and other questions carry **10** marks each.

1. Ravi informed one of his friends, Waruni that a newspaper with useful information for novice journalists had appeared on the Internet.
 - (i) Name the **two** forms of audio and audio-visual media used by the majority of people.
 - (ii) State in order the terms used to refer to the receivers of the above **two** types of media.
 - (iii) Unlike Internet newspapers, printed newspapers can be classified into two categories based on their page size. What are those **two** categories?
 - (iv) To send his written message to Waruni, Ravi had used his mobile phone that gives him access to the Internet. Name **two** methods of communication that he is likely to have used for the above purpose.
 - (v) Waruni informed Ravi through a telephone call that she received the message that he had sent. What do you call such an act that occurs in the process of communication?
 - (vi) Using examples, state **two** communication noises that could have been experienced during the above telephone call.
 - (vii) Who was the first to introduce a model of communication that includes the concept of 'noise'?
 - (viii) According to the classification of communication, what is the type of communication this exchange of information between Ravi and Waruni belong to?
 - (ix) If the above communication had happened face to face, name **two** methods of non-verbal communication that could have been used to make it stronger.
 - (x) Both speech and writing have been used in the exchange of messages between Ravi and Waruni. What is this feature of language called?
2. Ranjith, while writing a letter to a mass media institute, makes a request to work there as a freelance journalist.
 - (i) To which form of communication does writing a letter belong?
 - (ii) State briefly **two** points that should be considered in the use of the form of communication you mentioned in (i) above.
 - (iii) Ranjith's ambition is to join radio medium as a freelance journalist. Explain **three** weaknesses of the radio medium.
 - (iv) If Ranjith sent the above letter to a newspaper, describe **four** formats that could be used to present that media content.

[see page six]

3. Sameera, who was reading a newspaper while travelling in a bus, stopped his reading to listen to a news bulletin of a radio channel that was being played in the bus.
- Write a function of communication that can be achieved through news.
 - Write **two** key features of the format of the programme that Sameera listened to.
 - Explain **three** points that should be considered in using language in the format of the above mentioned programme.
 - Using **four** points, describe the social impact of the type of communication Sameera used.
4. Imagine that you have been assigned to provide media coverage for a motor race.
- If you took part in the reporting of the above event as a cameraman, name the type of camera and a type of lense that would be used.
 - Name **two** types of programme formats that can be used to report the information of the event via television.
 - Describe **three** points that should be considered in a live commentary of the event via radio media.
 - Explain with examples **two** methods that can be used to collect information for a programme on the event.
5. A proposal has been made to publish a newspaper from the media unit of your school. Everyone agreed that the newspaper should include information that is important for school children.
- Based on the nature of the readership, what kind of a newspaper is this?
 - Name **two** people that the group appointed for the above task would include and state their responsibilities.
 - Describe **three** language strategies that can be used to increase the creativity of an article when it is prepared for publication in a newspaper.
 - Using **four** examples, explain the role of the media critic in establishing the relationship between the newspaper and its readers.
6. Being at home, Raja used his mobile phone to watch on the Internet, how a newspaper report on an accident at a pedestrian crossing is shown during a television programme.
- What is this integration of multiple media called?
 - Name **two** challenges the journalist has faced in the above integration of different forms of media?
 - Briefly introduce **three** features of new media associated with the Internet.
 - Describe **four** types of visual communication that can be used to reduce accidents at pedestrian crossings.



- Which feature is **absent** in the above diagram to make it two-way communication?
- If C is a national newspaper in Sri Lanka, name **two** codes of ethics that can be applied to it.
- Imagine that M represents advertising messages telecast on a local commercial TV channel. Describe **three negative** impacts of such TV advertising messages.
- If R is a critical receiver, describe **four** skills of such a critic.

* * *