

සියලු ම හිමිකම් ඇවිරිණි / முழுப் பதிப்புரிமையுடையது / All Rights Reserved

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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

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අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2024(2025)
கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2024(2025)
General Certificate of Education (Ord. Level) Examination, 2024(2025)

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය **I, II**
தொடர்பாடலும் ஊடகக்கற்கையும் **I, II**
Communication and Media Studies I, 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 and decide on the questions that you give priority in answering.

Communication and Media Studies I

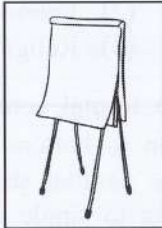
Instructions:

- * Answer *all* questions.
- * In each of the questions 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 given answer sheet.
- * Further instructions are given on the back of the answer sheet. Follow them carefully.

1. An example for an instance of an interpersonal communication is
 - (1) drawing paintings.
 - (2) engaging in a telephone conversation.
 - (3) conducting a lecture.
 - (4) delivering a news bulletin.
2. If state information is inscribed on stone posts, they are
 - (1) cave inscriptions.
 - (2) pillar inscriptions.
 - (3) scrolls.
 - (4) stone inscriptions.
3. Books that were considered as printed with the contribution of Johannes Gutenberg are
 - (1) Vajira Sutta and Latin Bible.
 - (2) Latin Grammar and Latin Bible.
 - (3) Dutch Prayer Book and Vajira Sutta.
 - (4) Latin Bible and Dutch Prayer Book.
4. The first television service in Sri Lanka was established as a private company. What is it?
 - (1) National Television
 - (2) Sirasa Television
 - (3) Independent Television
 - (4) Derana Television
5. Ravi who hurriedly arrived at the Fort railway station to travel to Kandy got on to the Mahawa train by listening to the railway announcement amidst the noise. What was the communication noise experienced by Ravi?
 - (1) cognitive noise
 - (2) semantic noise
 - (3) social noise
 - (4) channel noise
6. Information is
 - (1) a collection of accurate data.
 - (2) a collection of qualitative data.
 - (3) a collection of processed data.
 - (4) a collection of useful data.
7. What are the first English, Tamil and Sinhala newspapers published in Sri Lanka respectively?
 - (1) Colombo Journal, Udaya Tharakai and Lankalokaya
 - (2) Colombo Journal, Udaya Tharakai and Lakmini Pahana
 - (3) The Nation, Thinakaran and Lakmini Pahana
 - (4) Daily News, Udaya Tharakai and Lankalokaya

[see page two]

8. Among the techniques of news reporting for a newspaper, the highest value is shown by,
(1) photograph. (2) column. (3) feature article. (4) inverted pyramid.
9. The gate keeping related to mass media takes place,
(1) in different turns.
(2) only on internal level.
(3) by a certain board.
(4) only on external level.
10. What **cannot** be used among the following for interpersonal communication?
(1) short message service (2) telephone conversation
(3) newspaper advertisement (4) business letter
11. The oldest programme format of radio is
(1) talks. (2) discussions. (3) conversations. (4) interviews.
12. Thamara was travelling in a bus with a great difficulty due to the noisy music playing in the bus and she was thinking when to get down. To which communication type does this instance belong to?
(1) Interpersonal Communication (2) Mass Communication
(3) Intrapersonal Communication (4) Group Communication
13. What are the two main news categories?
(1) hard news and soft news. (2) local news and foreign news.
(3) national news and provincial news. (4) development news and business news.
14. Characteristics that can be considered in newspaper classification are
(1) the size of the newspaper, published period and economic factors.
(2) the reader using it, economic factors and focussed subject.
(3) the technology used, published period and focussed subject.
(4) the published period, focussed subject and reader using it.
15. What is the option that consists of the two most effective communication forms that can be used to increase the productivity of interpersonal communication?
(1) verbal and audio communication (2) non-verbal and visual communication
(3) verbal and non-verbal communication (4) audio and visual communication
16. Visual expression methods are commonly used to make communication creative. Select the correct option that consists of such visual expression methods.
(1) letters, gestures, signs, drawings (2) photographs, sounds, graphs, signs
(3) gestures, poems, drawings, symbols (4) graphs, poems, drawings, photographs
17. Mass media is an industry. Its main objective is,
(1) to fulfil the needs of the receivers as much as possible.
(2) to take measures to earn more profits.
(3) to use technological tools with high quality.
(4) to be prepared to face the market competition.
18. The formal communication model in which messages are diffused to many by focusing on one person is known as,
(1) Y model. (2) Chain model. (3) Wheel model. (4) Circular model.

19. According to the definition of Harold D Lasswell on communication, the final target of the communication process is
- (1) to use channels optimally.
 - (2) to bring about the expected change.
 - (3) the perfection of the communicator's role.
 - (4) to present a message suitable for the receiver's field of experience.
20. The adding up of different types of media together can be seen in,
- (1) convergence.
 - (2) mass communication.
 - (3) digitalization.
 - (4) informal communication.
21. The three main steps of taking a photograph in order are
- (1) aiming, focusing and exposing.
 - (2) exposing, aiming and focusing.
 - (3) focusing, exposing and aiming.
 - (4) focusing, aiming and exposing.
22. Pay attention to the following statements.
- A – *Acta Diurna* is an early British newspaper.
- B – *Lakmini Pahana* is the first Sinhala newspaper in Sri Lanka.
- C – *Masika Thegga* is a magazine with a Christian origin.
- Among the above statements,
- (1) Only A is correct.
 - (2) Only B is correct.
 - (3) Only C is correct.
 - (4) Only B and C are correct.
23. A freelance journalist is known as
- (1) a person who runs his/her own media institution.
 - (2) a journalist who provides information to different institutions.
 - (3) a journalist who is using freedom to the maximum in an institution.
 - (4) a journalist who is affiliated to an institution and engaged in information reporting.
24. This image reflects
- (1) an interactive board.
 - (2) a whiteboard.
 - (3) a flip chart.
 - (4) a magnetic board.
- 
25. According to the Intellectual Property Act, the author's right to sell, to lease or to rent a work, is
- (1) a moral right.
 - (2) a creative right.
 - (3) an economic right.
 - (4) a professional right.
26. A still photograph is
- (1) filming of a scene.
 - (2) capturing a scene.
 - (3) recreating a scene.
 - (4) capturing a moment of a scene.
27. Select the correct statement.
- (1) The inability to hear the message properly is a semantic noise.
 - (2) The inability to read the sub text of a message is a channel noise.
 - (3) The semantic noise included in a message is stronger than channel noise.
 - (4) The inability to understand the symbols used in a message causes semantic and channel noise.

28. Select the correct statement about field of experience.
- (1) The field of experience changes from time to time.
 - (2) The field of experience is important in message transmission.
 - (3) Mass media audience represents homogeneous fields of experience.
 - (4) In intrapersonal communication, a high attention is paid on the field of experience.
29. "The expenses of a media institution cannot only be covered through the receiver." This statement implies that,
- (1) Income should be generated through advertisements.
 - (2) The fees paid by the receiver for media use should be increased.
 - (3) Media institutions should take measures to expand their number of receivers.
 - (4) Capital expenses such as maintenance and technological equipment should be decreased.
30. Select the most accurate statement about 'broadsheet' newspapers.
- (1) They consist mostly of simple and attractive models.
 - (2) A lot of soft news can be seen in these newspapers.
 - (3) Most of the national level newspapers are of this size.
 - (4) A newspaper format that targets a limited number of people.
31. Consider the following instances.
- A – Interviews
B – Free verse
C – Conferences
- The communication types related to the above instances in order are
- (1) intrapersonal, interpersonal and group.
 - (2) interpersonal, intrapersonal and group.
 - (3) group, intrapersonal and interpersonal.
 - (4) interpersonal, group and intrapersonal.
32. To which mass media representative study do human rights and responsibilities belong?
- (1) Social representative study.
 - (2) Economic representative study.
 - (3) Aesthetic representative study.
 - (4) Religious and moral representative study.
33. Select the option that **does not** belong to formal communication.
- (1) Communication takes place from top to bottom and bottom to top.
 - (2) Information is exchanged among the parallel staff of an institution.
 - (3) Communication takes place according to single stand chain, chain model and cluster chain.
 - (4) Communication takes place formally under the authority of the head of the organization.
34. Developing a picture after an exposed film reel undergoes a chemical process is known as
- (1) aiming.
 - (2) processing.
 - (3) resolution.
 - (4) digitalization.
35. The suitable programme categories in a television media creation on Sinharaja forest are,
- (1) a single episode teledrama, a magazine programme and news.
 - (2) a live programme, a documentary and news.
 - (3) a magazine programme, a documentary and news.
 - (4) a magazine programme, a live programme and a documentary.
36. An online newspaper that is only published on Internet is different from an e-newspaper as
- (1) it can be read from anywhere in the world.
 - (2) it can be accessed at any time of the day.
 - (3) it can be published with a low cost.
 - (4) it can be updated often.

37. What is the pair of main factors that decide the existence of a media institution?
(1) receiver and business sponsorship. (2) receiver and programmes.
(3) business sponsorship and ownership. (4) business sponsorship and programmes.
38. Television is known as an unstable medium,
(1) as its programme types change often.
(2) as there is no mobility in that medium.
(3) as it is not limited to a collection of information like in a newspaper.
(4) as the messages diffused by it should be grasped at once.
39. A radio magazine programme is
(1) a programme made in relation to the real connections and stories of a situation of an incident.
(2) a programme that is created on one subject or a subject matter by looking at different points of view.
(3) a programme which is developed based on information about true incidents and people.
(4) a programme that consists of components that belong to different formats such as short features, news information and interviews.
40. Few opinions about audio communication are given below.
A – Takes place based on sound
B – Includes human sounds, animal sounds and artificial sounds
C – Includes only modern sound categories
D – Silence is an element of audio communication
- Among the above opinions,
(1) A, B and C are true.
(2) A, B and D are true.
(3) B, C and D are true.
(4) All A, B, C and D are true.

* *

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தொடர்பாடலும் ஊடகக்கற்கையும்	I, II
Communication and Media Studies	I, II

Communication and Media Studies II

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

1. Exchanging information is the basic function of the communication process.

- (i) Name **two** main occasions in which information is important for man.
- (ii) Mention **two** social needs fulfilled by information.
- (iii) Write **two** methods used to provide information during the ancient era in Sri Lanka.
- (iv) Name **two** characteristics that should be present in a collector of information.
- (v) Write **two** main types of communication.
- (vi) Who is the creator of the radio which is a tool of information transmission?
- (vii) Write the definition of Shannon and Weaver on communication.
- (viii) Mention **two** communication models that can be seen in formal communication.
- (ix) Express in brief **two** benefits of desktop publishing which is important in modern information communication.
- (x) What is meant by 'persistence of vision' which is related to film media used in the creative communication?

2. Names of Ravi and Kamala were proposed for announcing at the school colours awarding ceremony.

- (i) Before the ceremony, Ravi and Kamala engage in verbal communication about it. What is meant by verbal communication?
- (ii) Describe in brief **two** components related to the language, that should be paid attention to, for the effectiveness of the verbal communication.
- (iii) Describe **three** special features of group communication in relation to the above ceremony.
- (iv) This ceremony was broadcasted on radio medium as a recorded programme. Describe **four** characteristics of radio medium.

[see page seven]

3. The process of information diffusion by different media is complex.
- (i) Name the **two** information reporting methods used in common.
 - (ii) Mention **two** components each that belong to 'text' and 'image' in newspaper reporting separately.
 - (iii) Explain separately the special characteristics of the following factors on which attention is paid in radio script writing.
 - (a) nature of the language
 - (b) nature of address
 - (c) nature of audibility
 - (iv) Comment on the **four** of the following impacts made on the society due to the information presented by media.
 - (a) change in traditional language
 - (b) getting used to low level of appreciation
 - (c) presenting violent incidents often
 - (d) getting into useless habits
4. The expansion of new media and social media have made a decisive impact on the use of mass media in a country.
- (i) What is the characteristic that differentiates new media from the mainstream mass media in a country?
 - (ii) Name the **two** main types of receivers according to the classification of receivers.
 - (iii) Explain using **three** facts, how the Internet is important for the education process.
 - (iv) Describe **two** ethics that should be followed in using social media.
5. Producing messages creatively causes the attraction of the receivers.
- (i) Write **two** characteristics of a creation.
 - (ii) Describe in brief **two** advantages in using still photographs in newspaper medium.
 - (iii) Describe in brief **three** programme formats that can be presented creatively in radio medium.
 - (iv) Describe with examples the following expression methods used in creative communication.
 - (a) Linguistic expression methods
 - (b) Audio expression methods
 - (c) Visual expression methods
 - (d) Audio-visual expression methods
6. It was decided to construct a new office complex for the business institution of Rajini. There was a discussion among the managers on different equipment required for that.
- (i) Name the **two** main types of telephones needed for the office.
 - (ii) Name the **four** functions which based the media process in an office.
 - (iii) Describe in brief **three** benefits of maintaining a website for the business institution.
 - (iv) Explain with **two** examples the importance of fixing CCTV cameras in the institution.
7. The mainstream mass media of a country make a huge impact on the society.
- (i) Name a television institution owned by the government.
 - (ii) Indicate **two** official designations of two editors in the news section of a newspaper.
 - (iii) Describe the following themes related to mass media field.
 - (a) media owner
 - (b) journalist
 - (c) receiver
 - (iv) Explain a direct interference and an indirect interference made by the government to the field of mass media.

* * *