

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

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:

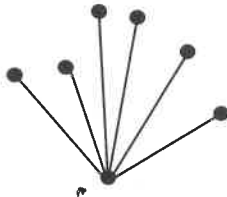
- * Answer *all* questions.
- * In each of the questions 1 to 40, pick one of the alternatives (1), (2), (3), (4) which is *correct or most appropriate*.
- * Mark a cross (X) on the number corresponding to your choice in the given answer sheet.
- * Further instructions are given on the back of the answer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

1. The printing technology was introduced to Sri Lanka by
 - (1) the Dutch.
 - (2) the Portuguese.
 - (3) the British.
 - (4) the Chinese.
2. Select the option that includes technological tools which can be used for Interpersonal Communication.
 - (1) newspapers, fax machine
 - (2) email, telephone
 - (3) radio, fax machine
 - (4) mobile phone, television
3. The first radio broadcasting service established in a British colony was officially launched on
 - (1) 20th August 1920.
 - (2) 12th June 1924.
 - (3) 16th December 1925.
 - (4) 05th October 1949.
4. Group communication can be basically defined based on
 - (1) the number of people involved in that process.
 - (2) the engagement of the group in verbal communication.
 - (3) the formation of all individuals facing each other.
 - (4) the ability to communicate to the group at once.
5. The first book in the world is considered as
 - (1) Latin Grammar.
 - (2) Diamond Sutta.
 - (3) Latin Bible.
 - (4) Dutch Prayer Book.
6. The news pages of a newspaper are edited by
 - (1) the Chief Editor.
 - (2) the Sub Editors.
 - (3) the Deputy Editor.
 - (4) the Associate Editor.
7. What is the choice relevant to non-verbal communication?
 - (1) clothes, voice, gesture
 - (2) waving hand, personal distance, grant
 - (3) cave paintings, inscriptions, drum sound
 - (4) ola book, personal distance, map

[see page two]

8. What belong to text and image in a newspaper respectively?
 (1) Letters and headlines (2) Words and cartoons
 (3) Sentences and paragraphs (4) Photographs and notes
9. What is the term used to call a person who lives within a legal boundary?
 (1) tourist (2) citizen
 (3) voter (4) tax payee

10.



The diagram given above represents

- (1) the single stand chain. (2) the cluster chain.
 (3) the probability chain. (4) the gossip chain.
11. A type of printing machine that **cannot** be used in relation to a computer is
 (1) photocopy machine. (2) roneo machine.
 (3) bubble jet printing machine. (4) laser printing machine.
12. The responsibility of a legal case related to a newspaper is borne by
 (1) Chief Editor. (2) Deputy Editor.
 (3) Sub Editor. (4) News Editor.
13. The opportunity was given to the audience to watch the live telecast of the final match of the Cricket World Cup on wide screens in public places. The communication type and the form related to the above are
 (1) group and visual communication.
 (2) mass and visual communication.
 (3) mass and group communication.
 (4) visual and interpersonal communication.
14. The first television channel in Sri Lanka was launched
 (1) under private ownership. (2) under government ownership.
 (3) as a government corporation. (4) as a company with shares owned by government.
15. A collection of files that includes electronic information maintained by a person or an organization using Internet facility is
 (1) an encyclopaedia. (2) an email.
 (3) an electronic pager. (4) a website.
16. The wave type commonly used for transmission by the present Sri Lankan radio channels is
 (1) Short Wave (SW). (2) Medium Wave (MW).
 (3) Frequency Modulation (FM). (4) Amplitude Modulation (AM).
17. The act of **not** publishing sufficient news related to Tamil and Muslim communities in Sinhala medium newspapers is related to
 (1) human rights. (2) citizenship.
 (3) ethnicity. (4) developmental thinking.
18. Select the most accurate statement.
 (1) Media is a profitable business.
 (2) News are presented through media.
 (3) Media industry is always competitive.
 (4) Media is a business based on selling information.

[see page three]

19. It is more important to place the official stamp with the signature by an executive officer because
- (1) it gives security.
 - (2) it establishes credibility.
 - (3) it provides legal validity.
 - (4) it confirms approval and responsibility.

20. Several steps related to the communication process are given in the figure below.



The steps that should appear in the empty boxes above in order are

- (1) message and signal.
 - (2) message and medium.
 - (3) transmitter and message.
 - (4) message and transmitter.
21. The characteristic of news that includes the features of simple sentence patterns, correct pronunciation and clear language is
- (1) accuracy.
 - (2) balance.
 - (3) clarity.
 - (4) simplicity.
22. Several steps related to publishing newspapers are given below.
- A – news writing
 - B – language editing
 - C – classification of news / feature articles
 - D – page layout
 - E – proof reading
- The correct order of the above steps is
- (1) A, B, D, C, E.
 - (2) C, A, B, E, D.
 - (3) C, A, D, B, E.
 - (4) C, A, E, D, B.
23. The main task of the government media is
- (1) informing the government decisions to the people.
 - (2) creating a positive and favourable opinion about the government.
 - (3) obtaining the consent of the people for government policies.
 - (4) empowering the development activities implemented by the government.
24. The theory of persistence of vision,
- (1) is based on the gap between the eye and the moving object.
 - (2) occurs when one gazes at a moving object.
 - (3) is decided on the moving speed of an object and the amount of light needed to see it.
 - (4) occurs when one cannot see the gap between the locations of a fast moving object.
25. In radio medium, what type of programme is produced by looking at different points of view at a particular subject or a subject matter?
- (1) magazine programme
 - (2) variety programme
 - (3) news programme
 - (4) discussion programme
26. 'The Media cannot exist without receivers.' This statement means that
- (1) media is maintained for receivers.
 - (2) receiver decides the content of media.
 - (3) the consumer value of the receiver is not relevant to media.
 - (4) receivers act as required by media.
27. In inverted pyramid reporting, information is presented in a manner as to,
- (1) highlight its importance.
 - (2) suppress its importance.
 - (3) decrease its importance.
 - (4) increase its importance.

28. The main feature which can be identified in a television reality show is
- (1) using large stage backdrops.
 - (2) providing an opportunity for receiver responses.
 - (3) no script and editing.
 - (4) a judge board with several members.
29. Select the choice that include audio expression methods.
- (1) voice, silence, music and sounds
 - (2) music, signals, signs and voice
 - (3) signals, music, silence and sounds
 - (4) signs, silence, music and voice
30. This picture indicates
- 
- (1) composition.
 - (2) the golden rule.
 - (3) focusing.
 - (4) resolution.
31. What is the choice that includes the two main skills that should be possessed by a person when communicating an information?
- (1) creative skill, oral skill
 - (2) communication skill, writing skill
 - (3) language skill, communication skill
 - (4) language skill, creative skill
32. 50 copies of the annual report of a particular institute needed to be printed easily and quickly. The most suitable method for this is
- (1) roneo printing.
 - (2) digital copying.
 - (3) photocopying.
 - (4) desk-top publishing.
33. As a result of the attempt made to recreate visual signals through an electronic method
- (1) camera was invented.
 - (2) cinema medium was invented.
 - (3) television medium was invented.
 - (4) computer was invented.
34. Consider the following statements.
- A – Use of reels is not necessary
 - B – Capturing pictures by a chemical medium
 - C – Pictures can be edited easily using computer software
 - D – The image captured is converted into an electronic signal and stored as a data file.
- The correct statements related to digital photography are
- (1) A, B and C
 - (2) A, B and D
 - (3) A, C and D
 - (4) B, C and D
35. The choice that does **not** include traditional uses of communication is
- (1) offering betel leaves, bardic singing (*Virindu*), puppets and drum sound.
 - (2) bonfire, puppets, poetic paper (*Kavi Kolaya*) and sokari.
 - (3) hanging leaves, folktales, bonfire and hooting.
 - (4) secret treatments (*Kem*), poetic paper (*Kavi Kolaya*), poster and taboo poems (*Thahanchi Kavi*).
36. By using a computer, information can be presented through
- (1) an interactive board and a multimedia projector.
 - (2) a slide projector and a multimedia projector.
 - (3) an epidiascope and an interactive board.
 - (4) an epidiascope and an over-head projector.

37. At the end of a film festival, the comments made by a group of people who gathered around the actress that received the award for the Best Actor in a Female Role are stated below.

A - "Your acting was excellent."

B - "I see that you select the roles."

C - "I still could not watch a recent film of yours."

The type of receiver that best suits the each statement above in order are

- (1) an active receiver, a passive receiver and a passive receiver.
- (2) an active receiver, an active receiver and a passive receiver.
- (3) a passive receiver, a passive receiver and an active receiver.
- (4) a passive receiver, an active receiver and a passive receiver.

38. Newspapers published on the Internet belong to

- (1) traditional media.
- (2) modern media.
- (3) mass media.
- (4) new media.

39. By Article 14(1) (a) of the 1978 constitution, what right of citizens are ensured?

- (1) Right to receive and disseminate information
- (2) Right to hold and express opinion
- (3) Freedom of speech, expression including publication
- (4) Right to gather, disseminate and receive information

40. In a television advertisement, it was mentioned that when buying a particular chocolate, an attractive bracelet will be given free of charge. Chamith who saw that advertisement asked his mother to buy him that chocolate to get the bracelet. Select the choice that indicates the correct form of communication and task relevant to the above incident.

- (1) visual - persuasion
- (2) audio - providing information
- (3) verbal - socialization
- (4) non-verbal - entertainment

* *

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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. The technological advancement that occurred after the invention of the telephone made a revolutionary change in the communication field.
 - (i) Who invented the telephone?
 - (ii) At the earlier stage for which type of communication was the telephone used?
 - (iii) One can see the image of the receiver during a telephone video call. Name **two** non-verbal communication methods that can be used in that context.
 - (iv) What is the type of communication used when a conference call is made via the telephone?
 - (v) What is the main type of communication for which the telephone **cannot** be used?
 - (vi) Mention **two** ethics that should be followed when using a mobile phone.
 - (vii) You can access the Internet via a smart mobile phone. Name **two** social media platforms you can access online.
 - (viii) You can obtain the email facility on a smart mobile phone that has an Internet connection. To send an email to another party, what main factor of that party you should be aware of?
 - (ix) Name a search engine that can be used to search different types of information on Internet.
 - (x) To a person who accesses the Internet can obtain the experience of a convergent media environment. What is media convergence?
2.
 - (i) What is the first Tamil newspaper published in Sri Lanka?
 - (ii) Name **two** main types of newspapers according to size.
 - (iii) Photographs are used for different purposes. Describe the following types of photographs in brief.
 - (a) photographs for reporting
 - (b) news photographs
 - (c) creative photographs
 - (iv) Discuss separately the tasks of the following media workers that are connected to newspaper institutes.
 - (a) staff reporters
 - (b) provincial reporters

[see page seven]

3. (i) Name **two** physical factors used in day to day communication.
(ii) Write the definition of communication given by Harold D. Lasswell.
(iii) Describe in brief **three** facts related to the use of postal printing machine as an office communication tool.
(iv) Describe **two** factors each, related to the functions of the following sections that can be seen in a newspaper institute.
(a) news section
(b) feature section
4. (i) What is the country which launched the first radio broadcasting service in Asia?
(ii) Name **two** local radio institutes with government contribution in relation to ownership.
(iii) Describe in brief **three** learning spaces that can be obtained by children through the use of radio medium.
(iv) Explain separately the importance of the **four** factors presented by Paul De Maeseneer in relation to radio news reporting.
5. Mass media should pay attention to the ethics when conveying creative messages to the receiver.
(i) Write **two** characteristics that can be seen in a creation.
(ii) Name **two** codes of ethics relevant to the use of mass media in Sri Lanka.
(iii) Describe in brief **three** characteristics of television medium.
(iv) Compose an article to the school wall paper on 'The reciprocal influence between television medium and the receiver' under the following facts.
(a) Television changes the behaviour of the receiver
(b) Television sets the daily agenda
6. The introduction of the actors during a teledrama launch was attractive.
(i) It was a common topic among the gathering that the main actress of the teledrama had a darker skin colour than main actor. Under which concept it can be described?
(ii) The photographs taken at this event had a low news value. State **two** reasons for that.
(iii) Describe in brief **three** occasions where still photographs are used in a teledrama.
(iv) Compose an essay on 'The relationship between government television media institutes and the government' under the following facts.
(a) making aware of the development projects of the government
(b) maintaining the public opinion in favour of the government
7. In media critique, it is not fair to treat the message in isolation.
(i) Name a factor that determines the idea conveyed by a message.
(ii) State **two** competencies that should be possessed by a critical receiver.
(iii) Describe **three** conditions that should be fulfilled in script writing for radio medium.
(iv) Prepare a draft of a speech that is to be delivered at the school morning assembly on the topic of 'Let's use social media with understanding', under **four** facts.