University of Kelaniya – Sri Lanka
Centre for Distance & Continuing Education
Bachelor of Arts (General) Degree Second Examination (External) - 2012
March - May 2015
Faculty of Social Sciences
Mass Communication - MACO- E2025
Development, Media Usage, Institutions and Organizations

Answer five (05) questions only

No. of questions: 08                  Time : 03 Hours

01. “Social development depends on the economic development. However, development is a holistic approach for the persistence of the well-being.” Explain.

02. Clarify the relevance of communications in development using theoretical ideas and practical examples.

03. “Balanced process of a variety of sectors which focuses to manage natural recourses for the future generations has been concerned by the modern development discourse and practice.” Describe.

04. Illustrate the capacity of traditional forms of communications and new media on development programs, using examples.


06. Propose an appropriate development communication program choosing a recent development problem in Sri Lanka.

07. What is the necessity of conducting scientific researches in development? Discuss.

08. Either

Comment on the positive and negative effects of local development activities made after in 1980s.

Or

Write short notes on any four (04) topics.
1. Community Radio
2. Mobile Personality and Empathy
3. Modernisation and Media
4. Use of ICT in development
5. Community development and small group communication
6. Modern development discourse

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