

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, 2015 දෙසැම්බර්  
 கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2015 டிசம்பர்  
 General Certificate of Education (Ord. Level) Examination, December 2015

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය I, II  
 தொடர்பாடலும் ஊடகக் கல்வியும் I, II  
 Communication and Media Studies I, II

පැය තුනයි  
 மூன்று மணித்தியாலம்  
 Three hours

### Communication and Media Studies I

#### Note :

- Answer all questions.
- In each of the questions 1 to 40, pick one of the alternatives (1), (2), (3), (4) which you consider as 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 view of the many persons who read the novel 'Virayā' was that its child characters take us to our childhood." The possibility for this type of experience is based mainly on
  - small group communication.
  - large group communication.
  - interpersonal communication.
  - intra-personnel communication.
- The diagram of the new lesson was not clear because of the information of the early lesson written on the black-board had not been erased completely. This is
  - a semantic noise.
  - channel noise.
  - technical noise.
  - visual noise.
- An announcer should address the audience through radio
  - by visualizing the target audience in mind.
  - in conformity with the social diversity.
  - as if conversing with friends.
  - as if addressing individuals separately.
- The first newspaper in Sri Lanka is
  - Lankalokaya.
  - Colombo Journal.
  - Lakmini pahana.
  - Gnānārtha pradīpaya.
- When allocating space of a newspaper, the main attention is paid to
  - news.
  - advertisements.
  - the editorial.
  - the first page.
- The best method for printing copies of the guest lecture which consists of two pages to be distributed among 400 participants in the celebration on the media day in your school will be,
  - digital duplication.
  - off-set printing.
  - Desk-top Publishing (DTP).
  - screen printing.
- The basic foundation of a successful film is
  - the technological modernity.
  - unity of the editing.
  - quality of the script.
  - uniqueness of acting.
- Select the **incorrect** statement in relation to the group communication.
  - There is a possibility of having a leader.
  - It is important to have a common objective.
  - There will not be a minimum or maximum number of members.
  - Staying face to face is unnecessary.
- The creative aspects of cinema medium can be understood through viewing
  - films in a theatre.
  - films using a CD.
  - films using television.
  - films in the internet.
- The mechanism that can be used to present information to a group, within a **minimum** period of time is
  - slide projector.
  - overhead projector.
  - multimedia projector.
  - cinema projector.

11. While listening to a radio play the incidents depicted in it are visualized in our minds. It is known as  
 (1) diglossia. (2) imagination. (3) use of metaphor. (4) self-concept.
12. The most important information will be presented initially in reporting news for a newspaper. This is named as  
 (1) hard-news reporting. (2) upward pyramid method.  
 (3) the lead writing. (4) investigative reporting.
13. The founder of World Wide Web is  
 (1) Tim Berners Lee. (2) John Logie Baird.  
 (3) Edward Harper. (4) Arthur C. Clerk.
14. Out of the following, which method **cannot** be included in the interpersonal communication?  
 (1) Posting a letter (2) Opening an email account  
 (3) Hand shaking (4) Sending a SMS
15. The objective of the closed circuit television is to  
 (1) provide direct service to houses.  
 (2) surveillance of internal and external environment.  
 (3) providing national and international services.  
 (4) providing facilities to view past programmes.
16. Jagath is a proof reader of a book publishing agency. His main task is to  
 (1) check the suitability of the manuscripts for publication.  
 (2) check whether the printed texts are in good standard.  
 (3) check the printed text according to the manuscript.  
 (4) design the layout of pages before printing.
17. The most important theory essential for a person who uses medium of cinema is  
 (1) persistence of vision. (2) visual nature.  
 (3) far-sightedness. (4) depth of field.
18. Kumari, after thinking about the way to spend tomorrow, decided to go to the library in the morning and to go for a movie with friends in the afternoon. This decision is  
 (1) a group communication occasion. (2) an interpersonal communication occasion.  
 (3) a mass communication occasion. (4) an intrapersonal communication occasion.
19. A newsletter of an institution frequently includes  
 (1) long lasting important policy documents.  
 (2) notices with directives of the administrative authority.  
 (3) financial documents with targets, profits and losses.  
 (4) information relevant to a short term and simple notes.
20. Various incidents in the society are depicted more realistically in  
 (1) feature films. (2) documentary films.  
 (3) experimental films. (4) silent films.
21. It is necessary to report quickly the information related to a crash of an aircraft. The most convenient way to obtain particulars with regard to the type of the aircraft, production year and the relevant technical details is  
 (1) sending a fax message to the aircraft agency.  
 (2) examining books on aircrafts.  
 (3) sending an email to an aircraft specialist.  
 (4) logging into the web site of the aircraft company.
22. Select the **incorrect** statement out of the following.  
 (1) Oral communication can be non-verbal.  
 (2) Verbal communication cannot be performed orally.  
 (3) Voice can be used for the non-verbal communication.  
 (4) Written communication can be either verbal or non-verbal.
23. The most important use of editing in audio-visual creations is to  
 (1) gain meanings. (2) maintain the continuity.  
 (3) retain the conciseness. (4) reduce unnecessary expenditure.
24. The most appropriate source for a journalist in reporting accurate information is  
 (1) a press conference (2) a press release (3) the news diary (4) a news agency

25. What is the **incorrect** statement about the handbills out of the following?  
 (1) Free distribution.  
 (2) Similar to a poster in size.  
 (3) Frequently used to remind a date, time, place or a task.  
 (4) Printed medium which is not collected and preserved after reading.
26. Following are several statements presented by students in relation to the form of communication in the school media club.  
 Nilu : It is a way of communication that happens unintentionally when interacting with another person while maintaining an interrelationship.  
 Madhu : The nature of the interpersonal relationship can be understood through it.  
 Rājim : It is associated with culture.  
 The form of communication associated with the above discussion is  
 (1) verbal. (2) non-verbal. (3) written. (4) oral.
27. "Every citizen is entitled to the freedom of speech and expression including publication." This statement is included in  
 (1) the Declaration of Human Rights.  
 (2) Sri Lanka Press Council Act.  
 (3) the Constitution of the Republic of Sri Lanka.  
 (4) Intellectual property Act.
28. The main types of noises in communication are  
 (1) environmental and semantic. (2) technological and psychological.  
 (3) semantic and channel. (4) physiological and psychological.
29. Wimal who was watching a cricket match with Nimal entered into a conversation about it. Here,  
 (1) Wimal is only a communicator.  
 (2) Nimal is only a receiver.  
 (3) Wimal interchanges his role both as a communicator and as a receiver.  
 (4) Both, Wimal and Nimal interchange their roles as communicators and receivers.
30. Communication carried out through the diagram is  
 (1) verbal and non-verbal.  
 (2) written, verbal and non-verbal.  
 (3) visual, written and verbal.  
 (4) verbal, non-verbal, written and visual.



31. The following three groups include different persons and situations contributing to the cinema production.  
 A - director, lighting technician, make-up artist  
 B - story, script writing, script writer  
 C - editor, graphic designer, dubbing artist  
 The setions that the above three groups can be included respectively are  
 (1) pre-production, production and post-production.  
 (2) pre-production, post-production and production.  
 (3) post-production, production and pre-production.  
 (4) production, pre-production and post-production.
32. A state institution that is **not** related to the mass media is  
 (1) Sri Lanka Press Complaints Commission.  
 (2) Sri Lanka Telecommunication Regulatory Commission.  
 (3) Sri Lanka Press Council.  
 (4) National Film Corporation.
33. Among the following, in which category of people can the real group communication take place?  
 (1) Patients undergoing treatments in a hospital ward.  
 (2) Passengers gathering at a railway station.  
 (3) Labourers participating in a strike.  
 (4) Newspaper readers in a library.

34. The feature that should **not** be included in a radio news script is  
 (1) inclusion of detailed numerical data.  
 (2) use of voice cuts to confirm facts.  
 (3) use of one sentence for each idea.  
 (4) not to use words with similar pronunciations close to each other.
35. Jayani, who observed that her certificates are getting discoloured, thought of a method to keep them well-protected. The most suitable method in this regard is  
 (1) getting photocopies of them. (2) getting them laminated.  
 (3) keeping them without exposure to the light. (4) taking photographs and printing them.
36. The objective of appointing a competent authority for controlling the news is  
 (1) to appoint a newspaper journalist over the news editor.  
 (2) to prevent certain selected news from publishing.  
 (3) to subjugate media content to owners.  
 (4) to control news through a way outside the law.
37. Some statements related to communication are given below.  
 A - Voice and colour are symbolic, but words are not considered as symbols.  
 B - Gestures and postures are symbolic but the eye contact is not so.  
 C - Appearance and look are symbolic but the touch is not so.  
 Out of the above statements,  
 (1) only A is true. (2) only A and B are true.  
 (3) all A, B and C are true. (4) all A, B, C are false.
38. Sri Lanka Press Council is  
 (1) a government newspaper publishing institute.  
 (2) a newspaper registration institute.  
 (3) an old newspaper conservating institute.  
 (4) a newspaper advertisement receiving institute.
39. Several views presented in a classroom in relation to a film screened recently are given below.  
 Ravi : Dialogues of the main character added an extra strength to the end of the film.  
 Guru : The set design looks natural and attractive.  
 Riyas : Many frames of the film expresses its aesthetic quality.  
 Tarindu : Credit of the success of the film should go to the group leader who co-ordinated all activities.  
 According to the above statements, the persons who played relevant roles and held responsibilities respectively are  
 (1) director, script writer, art director and cameraman.  
 (2) script writer, director, art director and cameraman.  
 (3) script writer, cameraman, art director and director.  
 (4) script writer, art director, cameraman and director.
40. The following table includes several camera shots and scenes.

Camera Shots	Scenes
1. Extreme close up	A - Complete view of the parliament building
2. Close up	B - A Person reading a newspaper
3. Medium shot	C - A vehicle parked in front of a house
4. Long shot	D - Eye of an infant filled with tears
5. Extreme long shot	E - An announcer of a television programme

The appropriate option out of the above camera shots and scenes is

- (1) 1-A, 2-B, 3-C, 4-D, 5-E. (2) 1-D, 2-B, 3-E, 4-A, 5-C.  
 (3) 1-D, 2-B, 3-E, 4-C, 5-A. (4) 1-D, 2-E, 3-B, 4-C, 5-A.

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ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව ශ්‍රී ලංකා විභාග දෙපාර්තමේන්තුව  
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 தொடர்பாடலும் ஊடகக் கல்வியும் I, II  
 Communication and Media Studies I, II

### Communication and Media Studies II

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

1. Navin is a head of an institution. His office is located in the capital. He believed firmly that his office should be equipped with modern communication methods.
- What is the type of communication that his belief is based on?
  - Name two modern equipment which will be available in his office, if his firm belief has been put into action.
  - Indicate a method which is not electronic that Navin can use for communicating public announcements officially to the employees of his institution.
  - Navin expects to print the annual report of his institution colourfully and attractively. What is the most suitable modern printing method for it?
  - Navin expects to present institutional plans for the coming year to his senior management officers at the monthly meeting. Point out two projecting equipment that can be used by him in this regard.
  - Name four non-verbal body language methods that Navin can use for maintaining a good relationship with the employees of the institution.
  - It is a habit of Navin to look around in order to cover the entire group while addressing the meetings of the employees. How do we identify this relationship between the group and the speaker?
  - Navin even uses the informal communication chains with a view to obtaining all important information in his institution. Name two informal communication chains to which Navin's attention could be directed.
  - Navin expects to obtain the media coverage on the day of launching the new annual report. Name two methods that he can use in this regard.
  - Navin expects to produce a documentary film regarding the development of his institution. Name two characteristics associated with such a film.
2. Raja, while crossing the road to buy a newspaper, stopped on the same side as soon as he saw the red light signal.
- To what form of communication does this signal belong?
  - Name four structures of information that can be included on the first page of the newspaper he bought.
  - Reporting of information for the radio medium differs from the newspaper. Describe three such differences separately.
  - Describe briefly four different sources that are used in reporting information for the mass media such as newspapers and radio.

3. "The electronic media is more powerful than the print media" is the theme of the inter-school debating competition.
- Name **two** types of print media.
  - Name an electronic media and indicate **three** of its strengths that **cannot** be seen in the print media.
  - The opposite group forwarded an argument saying that "the reporting of news for the print media is easier than the electronic media". Explain briefly **three** advantages of the method of 'inverted pyramid' in reporting news for the print media.
  - Describe separately **four** ethics which will be relevant to both print and electronic media in general.
4. (i) "There must be two precise persons known as a communicator and a receiver compulsorily in the process of communication." Do you agree with the above statement? Give the reason for your answer.
- (ii) "The payment of the newspaper advertisement will be decided only on the basis of the place where it appears in the newspaper." Do you agree with the above statement? Give **two** reasons for your answer.
- (iii) "It is effective to use different popular characters in the society for advertisements." Do you agree with the above statement? Give **three** reasons for your answer.
- (iv) "Out of the communication types, mobile phones are used for the interpersonal communication only." Do you agree with the above statement? Give **four** reasons for your answer.
5. (i) Ranjith, having seen the way how the greed of children for sweets had been highlighted by television advertisements, has forwarded a letter to the channel expressing his displeasure. What type of a receiver is he according to this response?
- (ii) The view of Mahesh is that the child listeners can develop their language ability through listening to the radio. Point out briefly **two** linguistic facts that can be learnt in this manner.
- (iii) Nirmala pointed out the importance of studying audience responses. Describe briefly **three** methods of collecting data for an audience survey.
- (iv) Kamal pointed out the necessity of becoming a critical receiver. Write a brief essay on 'competencies of the critical receivers' with **four** paragraphs based on **four** such competencies.
6. Piyal likes to join a mass media institution after completing his school education.
- Name **two** state mass media institutions that he can apply in this regard.
  - Piyal expects to apply for an editorial board position of a newspaper institution. Name **four** positions that he can apply in this regard.
  - Explain, referring **three** facts the importance of publishing news photographs in a newspaper.
  - Name **four** main functions of mass communication and describe **two** of them.
7. (i) Who pointed out initially, the 'noise' in the process of communication through a model?
- (ii) Name **four** basic components related to Harold Lasswell's definition of communication.
- (iii) Explain **three** important facts related to the electronic mail, separately.
- (iv) Explain separately, **four** news values.

\* \* \*