

ලංකා විභාග දෙපාර්තමේන්තුව
 இலங்கைப் பரீட்சைத் திணைக்களம்
 Department of Examinations, Sri Lanka
 இலங்கைப் பரීட்சைத் திணைக்களம்
 Department of Examinations, Sri Lanka

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අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2018 දෙසැම්බර්
 கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2018 டிசெம்பர்
 General Certificate of Education (Ord. Level) Examination, December 2018

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

07.12.2018 / 0830 - 1140

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 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

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.

- Kamal who was looking for a particular shop in the city missed it as its name board had got faded. This is an instance of
 - environmental noise.
 - semantic noise.
 - channel noise.
 - technical noise.
- Printing was spread across Europe by
 - Johannes Gutenberg.
 - William Caxton.
 - Guglielmo Marconi.
 - John Logie Baird.
- According to the Paul D. Massanier's equation about news, one's personal benefits and interest can directly affect
 - accuracy.
 - balance.
 - clarity.
 - credibility.
- The most prominent feature introduced by Harold D. Lasswell's definition of communication is
 - encoding.
 - field of experience.
 - effect.
 - context.
- The 'World Television Day' falls on
 - February 13th.
 - September 7th.
 - November 21st.
 - December 10th.
- A concept can be presented with imagination and a high level of liveliness through
 - newspapers.
 - radio.
 - television.
 - cinema.
- "When a dog bites a man, it is not news; But when a man bites a dog, it is news." This statement makes a claim on
 - legal direction.
 - media ethics.
 - news value.
 - importance of creative reporting.
- The language that writes from right to left is
 - Hindi.
 - Japanese.
 - Arabic.
 - Korean.
- When news is presented in the inverted Pyramid model, the most important information
 - is found at the beginning.
 - can be scattered.
 - is included at the end.
 - is found in the middle.

10. What can mainly be observed in the media reportings on the fluctuation of fuel prices in the country is a
- (1) humanistic news approach.
 - (2) hard news approach.
 - (3) soft news approach.
 - (4) investigative news approach.
11. In a newspaper, the editorial is
- (1) found above the main news of the front page.
 - (2) written by the news editor.
 - (3) something that presents the motto of that newspaper.
 - (4) a document that represents the vision of the institution.
12. Select the **incorrect** statement on news reporting in newspapers.
- (1) The inverted Pyramid model is used.
 - (2) The first part is called the lead.
 - (3) A summary of the incident is included in the lead.
 - (4) The news ends with a conclusion.
13. In a radio programme, the one who undertakes the responsibility of its various tasks is the
- (1) producer.
 - (2) presenter.
 - (3) editor.
 - (4) studio controller.
14. In television media, the absence of a script and editing is a basic feature found in
- (1) documentary programmes.
 - (2) magazine programmes.
 - (3) reality programmes.
 - (4) musical programmes.
15. A method in which the government indirectly interferes with mass media activities is by
- (1) issuing licenses for channels.
 - (2) imposing tax on teledramas.
 - (3) providing journalists with special benefits.
 - (4) controlling news and other messages.
16. In a photograph, the resolution is
- (1) the amount of pixel per square inch.
 - (2) the ability to adjust the depth of field.
 - (3) high and low film speed.
 - (4) the time of exposure to light.
17. The drama unit of your school receives an opportunity to produce a teledrama series, which a TV channel will telecast on every poya day. The most suitable form of teledrama for this is
- (1) single episode teledrama.
 - (2) performing drama.
 - (3) mega teledrama series.
 - (4) series of stand-alone episodes.
18. In media criticism, the factor that should be taken into consideration most about the message is
- (1) the amount to be paid for media access.
 - (2) its attractive nature.
 - (3) the ownership of the media institution.
 - (4) the income report of the media institution.
19. The chief of a newspaper editing section is
- (1) chief editor
 - (2) deputy editor
 - (3) sub editor
 - (4) feature editor
20. The number of years that one is entitled to copyright in Sri Lanka, is one's life time and only upto
- (1) 25 years.
 - (2) 50 years.
 - (3) 75 years.
 - (4) 100 years.
21. Proof-reading is
- (1) a pre-production activity of a radio programme.
 - (2) an editing activity related to newspaper printing.
 - (3) a correction made by comparing the manuscript and the printed version.
 - (4) checking for the accuracy of media content.

22. Choose the **incorrect** statement regarding the staff journalist in an institution of mass media.
- (1) He/She is considered is a professional journalist.
 - (2) He/She has come into an agreement with the media institution.
 - (3) He/She completes the tasks assigned by the media institution.
 - (4) He/She receives service facilities in addition to the salary.
23. The e-paper of a newspaper means
- (1) e-version of the same printed paper.
 - (2) website of the newspaper.
 - (3) section that consists of summaries of the newspaper.
 - (4) webpage that gives more details of the printed version.
24. The main legal document that provides the basis for establishing the freedom of speech and expression in the country is
- (1) Intellectual Property Act.
 - (2) Constitution.
 - (3) Declaration of Human Rights.
 - (4) Penal Code.
25. In the process of communication, the responsibility of the communicator becomes crucial when the information flow works as
- (1) a probability chain.
 - (2) a cluster chain.
 - (3) a single stand chain.
 - (4) a chain model.
26. The retail price of a newspaper is lower than its production cost because of
- (1) an increase in its sales.
 - (2) the income from advertisements.
 - (3) a state concession for printing.
 - (4) an increase in subscription.
27. Select the correct statement about feedback.
- (1) Receiver's response need not necessarily reach the encoder.
 - (2) It is also visible in the process of linear communication.
 - (3) It is a communicator-centred process of information exchange.
 - (4) It is not limited to written or oral communication.
28. The most suitable model to produce a radio programme that includes a variety of components is
- (1) feature model.
 - (2) eye-witness accounts model.
 - (3) announcement model.
 - (4) magazine model.
29. This picture is an example of
- (1) short-sightedness.
 - (2) disparity of perception.
 - (3) persistence of vision.
 - (4) visual illusion.



30. Imagine that the good name of your school has been tarnished by a false newspaper report. A state body where you can lodge a complain requesting a correction of the news report is
- (1) Sri Lanka Press Council.
 - (2) Department of Government Information.
 - (3) Sri Lanka Press Complaints Commission.
 - (4) Ministry of Mass Media.
31. A task of the chief editor of a newspaper is
- (1) editing all the feature articles of the newspaper.
 - (2) holding the legal responsibility of the newspaper related matters.
 - (3) determining headlines for news items and feature articles.
 - (4) keeping an eye on the whole process.
32. A legal document related to protecting the moral rights of an artist is
- (1) Universal Deceleration of Human Rights.
 - (2) Code of Ethics for Journalists.
 - (3) Code of Conduct of Editors' Guild of Sri Lanka.
 - (4) Intellectual Property Act.

33. Given below are some features of a projector that can be used in your classroom.

- A - It has a powerful electric bulb inside.
- B - It projects colour pictures.
- C - It uses positive frames.

The projector that has all these features is

- (1) Over-Head Projector.
- (2) Slide Projector.
- (3) Epidiascope.
- (4) Multimedia Projector.

34. An activity which shows a more distant from the concept of gate-keeping is

- (1) fulfilling the social responsibility of a media institution.
- (2) achieving the goals of a media institution.
- (3) adopting to a existing social context.
- (4) strengthening the right to information.

35. Select the statement that matches 'media convergence'.

- (1) An instance when different media stations have formed a network
- (2) An instance of surpassing geographical boundaries
- (3) An easy access to any website
- (4) A use of amalgamated mass media on new media experiences

36. Given below are some features of media.

- A - speedy
- B - expensive
- C - interactive
- D - frequency

Media that represent these features respectively are

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

37. The correlation between the government and mass media is democratically reflected in

- (1) creating media messages favouring the acts of the government.
- (2) creating media messages criticizing the acts of the government.
- (3) the minimum interference of the government with media activities.
- (4) providing information to media through press briefings.

38. Select the statement that matches tabloid newspapers.

- (1) It is a newspaper with wide sheets.
- (2) It has national-level important information.
- (3) It has information with complex themes.
- (4) It gives more prominence to soft news.

39. Given below are some points made by students about the facts that a critical receiver should take into consideration.

- A - Reasons for the graveness of the message
- B - Background information of the communicator
- C - Reason for the message
- D - Socio-political background

Among the above

- (1) only A and C are true.
- (2) only B and C are true.
- (3) only A, B and C are true.
- (4) all A, B, C and D are true.

40. Imagine that, recently at a supermarket, you bought a perfume that you had seen on a TV commercial sometime back. The reason for this can be

- (1) person's mindset and interaction.
- (2) process of personal decision making.
- (3) process of stimulus-response.
- (4) personal memory.

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

1. The teacher-in-charge of the school media club had emphasized the editorial board that they should pay special attention to the language in preparing a wall newspaper. A discussion took place in the editorial board regarding this.
 - (i) State **two** points that make written language more formal than oral language.
 - (ii) Name **two** forms of creative language expressions that can be used in writing articles.
 - (iii) Name **two** features of an effective document.
 - (iv) Name **two** types of photographs that can be added to the wall newspaper.
 - (v) Name **two** forms of visual expression that can be used in the wall newspaper.
 - (vi) The wall newspaper had received an article on television musical programmes. Name **two** types of television programmes that it is likely to have included.
 - (vii) Name **two** personal sources, from which information can be obtained to write news items for the wall paper.
 - (viii) Excluding newspapers, name **two** forms that belong to print media.
 - (ix) It was proposed that the wall paper should be updated periodically. Name **four** methods of periodical newspaper printing.
 - (x) The receivers had expressed mixed responses about the wall paper. Name the **two** main forms of receivers.
2. You have been assigned to deliver a speech on 'Student and Media Usage' at the school literary festival.
 - (i) Write **two** features of the type of communication used in this instance.
 - (ii) Describe **two** factors that can affect the success or failure of your speech in this instance.
 - (iii) Describe **three** changes that media can bring about in the receiver.
 - (iv) Using **four** points, discuss the importance of a student being a critical receiver.
3. A radio media station has published a notice on its official website that it is recruiting novice communicators.
 - (i) Write **two** strengths of radio medium.
 - (ii) Briefly describe **two** features of script writing for radio medium.
 - (iii) Name **three** formats of radio programmes that can be pre-recorded and describe their prominent features.
 - (iv) Describe **four** advantages that a radio station enjoys by maintaining an official website.

4. "All information is not news, but all news is information."
- (i) Briefly describe what is meant by information.
 - (ii) State **four** advantages of information.
 - (iii) Describe **three** factors that a journalist considers to determine the value of a piece of information.
 - (iv) Describe in detail, **four** formats of information that a newspaper journalist can use in reporting information relevant to the content of a newspaper.
5. Factors such as different media, their characteristic features, qualities of a journalist and the content of each media are inseparable.
- (i) Name the **two** main forms of electronic media.
 - (ii) Introduce **four** common features of electronic newspapers.
 - (iii) Briefly describe **three** qualities of a person who gathers information for a mass media.
 - (iv) Comment on **four** programme categories of television medium.
6. Imagine that your friend Suresh has received an appointment as a junior executive in a government office.
- (i) State an interpersonal communication event and a group communication event Suresh could take part in his office activities.
 - (ii) If Suresh has an official seal, write **four** points related to the use of the seal.
 - (iii) Describe **three** ethics that Suresh should follow if he has to use the office telephone for his official work.
 - (iv) If Suresh makes use of desktop publishing to prepare office documents, explain **four** advantages of it.
7. (i) Name **two** media institutions owned by the Sri Lankan government.
- (ii) Name **four** methods that can be used to provide feedback to mass media.
 - (iii) Explain **three** ways in which still-photographs become useful in audio-visual media.
 - (iv) Describe **four** categories of newspaper ownership.

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