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 இலங்கைப் பரீட்சைத் திணைக்களம்  
 Department of Examinations, Sri Lanka  
 இலங்கைப் பரීட்சைத் திணைக்களம்  
 Department of Examinations, Sri Lanka

87 E I, II

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

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

07.12.2018 / 0830 - 1140

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.

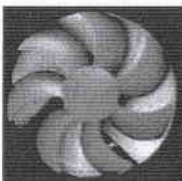
### Communication and Media Studies I

#### 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  
 (1) environmental noise. (2) semantic noise.  
 (3) channel noise. (4) technical noise.
- Printing was spread across Europe by  
 (1) Johannes Gutenberg. (2) William Caxton.  
 (3) Guglielmo Marconi. (4) John Logie Baird.
- According to the Paul D. Massanier's equation about news, one's personal benefits and interest can directly affect  
 (1) accuracy. (2) balance. (3) clarity. (4) credibility.
- The most prominent feature introduced by Harold D. Lasswell's definition of communication is  
 (1) encoding. (2) field of experience.  
 (3) effect. (4) context.
- The 'World Television Day' falls on  
 (1) February 13<sup>th</sup>. (2) September 7<sup>th</sup>. (3) November 21<sup>st</sup>. (4) December 10<sup>th</sup>.
- A concept can be presented with imagination and a high level of liveliness through  
 (1) newspapers. (2) radio. (3) television. (4) 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  
 (1) legal direction. (2) media ethics.  
 (3) news value. (4) importance of creative reporting.
- The language that writes from right to left is  
 (1) Hindi. (2) Japanese. (3) Arabic. (4) Korean.
- When news is presented in the inverted Pyramid model, the most important information  
 (1) is found at the beginning. (2) can be scattered.  
 (3) is included at the end. (4) 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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 கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2018 டிசெம்பர்  
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සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය **I, II**  
 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.

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

\* \* \*