

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, 2022(2023)
கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2022(2023)
General Certificate of Education (Ord. Level) Examination, 2022(2023)

සන්නිවේදනය හා මාධ්‍ය අධ්‍යයනය **I, II**
தொடர்பாடலும் ஊடகக் கல்வியும் **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.

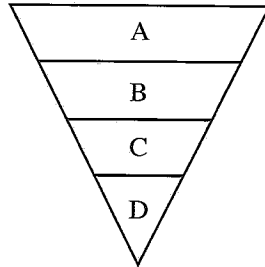
1. Ancient kings communicated the award of ranks and positions as well as royal commands through
 - (1) grants.
 - (2) epistles.
 - (3) stone inscription.
 - (4) copper tablet inscriptions.
2. The first regional radio service in Sri Lanka is
 - (1) Ruhunu service.
 - (2) Rajarata service.
 - (3) Kandy service.
 - (4) Palali service.
3. At present, when someone is receiving messages from outside, the mostly used channels consist of
 - (1) mass media.
 - (2) five senses.
 - (3) Internet.
 - (4) news websites.
4. Writings used to fill the space in past newspapers are currently known as
 - (1) feature articles.
 - (2) columns.
 - (3) editorials.
 - (4) soft news.
5. You have been selected to deliver a speech at 'World Smiling Day' commemorated by school Media Club. To which type of communication does it belong?
 - (1) Interpersonal communication
 - (2) Intrapersonal communication
 - (3) Mass communication
 - (4) Group communication
6. By reading which type of news that the receiver may be most probably entertained?
 - (1) soft news
 - (2) current news
 - (3) hard news
 - (4) familiar news
7. A pioneer in relation to commencing television media in Sri Lanka is
 - (1) D.M. Colombage.
 - (2) Shan Wickramesinghe.
 - (3) Victor Ivan.
 - (4) Sirisena Wimalaweera.
8. Which of the following does **not** belong to the equation of news presented by Paul de Maeseneer?
 - (1) Balance
 - (2) Credibility
 - (3) Simplicity
 - (4) Clarity

9. The highest importance in oral communication is given to
(1) mouth (2) pronunciation (3) words (4) sound
10. Who is in charge of the cinema and drama page in a newspaper?
(1) Chief editor (2) Deputy editor
(3) Feature editor (4) News editor
11. According to Harold D. Lasswell, the correct order of the communication process is
(1) message, communicator, channel, receiver and effect.
(2) communicator, source, message, receiver and effect.
(3) source, communicator, message, receiver and effect.
(4) communicator, message, channel, receiver and effect.
12. The machine related to ensure the durability of a printed publication is
(1) book binding machine. (2) laminating machine.
(3) laser printing machine. (4) digital copier.
13. One of the steps in a classroom exercise was to present a pre-prepared detailed presentation by all 40 students. The most suitable media tool for that is
(1) blackboard. (2) notice board. (3) whiteboard. (4) flipchart.
14. What is the first teledrama produced in Sri Lanka?
(1) Palingu Manike (2) Dimuthu Muthu
(3) Yashorawaya (4) Kadulla
15. Who can make a direct legal influence on the media usage in Sri Lanka?
(1) Sri Lanka Press Council
(2) Press Complaints Commission of Sri Lanka
(3) Editors Guild of Sri Lanka
(4) Free Media Movement.
16. What is the essential component when taking a still photograph?
(1) Light (2) Computer
(3) Memory card (4) Film
17. If each episode of a teledrama is made on different themes, it is a
(1) a single episode drama. (2) a performing drama.
(3) a serial drama. (4) single drama.
18. Select the option that includes the matching name of the institution and name of the media.
(1) Lake House - Silumina (2) Rupavahini Corporation - Vasantham
(3) Wijeya Publications - Daily News (4) Sri Lanka Broadcasting Corporation - Neth FM
19. The policy decisions in state media institutions are made by
(1) the board of directors. (2) the chairman.
(3) the chief executive officer. (4) the general managers.
20. Refraining from publishing certain photographs taken at a conflict through media is mostly related to
(1) media noise. (2) conflict resolution.
(3) gatekeeping concept. (4) controlling thoughts.
21. A news reader in a foreign TV channel is a young African woman but she is pretty. In relation to which specific concept, that this statement becomes unethical?
(1) gender (2) racism
(3) professionalism (4) citizenship

22. What is the option that shows the media which received the contribution of Edward Harper, Tsai Lun, Charlie Chaplin and John Logie Baird respectively?

- (1) television, newspapers, cinema and radio
- (2) radio, cinema, television and newspapers
- (3) radio, newspapers, cinema and television
- (4) cinema, newspapers, television and radio

23. Given below is the inverted pyramid model used in news reporting.



The part which consists of the most important information in the above model is

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

24. Among the television programme types, the type which needs a longer period for the production is

- (1) documentary.
- (2) variety programmes.
- (3) current affairs programmes.
- (4) news programmes.

25. Pay attention to the following statements.

- A - 'Colombo Journal' is the first newspaper published in Sri Lanka.
- B - The ownership of the newspapers can be state or the private sector.
- C - Political newspapers are considered as having private ownership.
- D - 'Lanka Lokaya' is the first newspaper registered in Sri Lanka.

From the above statements,

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

26. Inscribing information related to state rule on stone pillars belongs to which basic communication form?

- (1) Non-verbal communication
- (2) Group communication
- (3) Written communication
- (4) Interpersonal communication

27. Obtaining a pleasant photograph by locating objects in the frame according to different geometrical shapes and patterns is

- (1) focus.
- (2) exposure.
- (3) aiming.
- (4) composition.

28. Several statements on intrapersonal communication are given below.

- A - Symbolic transaction occurs.
- B - Exchange of roles can be observed.
- C - Feedback can be expected.
- D - There is a possibility for self talk.

From the above statements,

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

29. Janaki, personally wanted to send a photograph of her newborn to her parents living abroad in a manner suitable to frame it. The most suitable method for that is
- (1) email and SMS.
 - (2) email and normal post.
 - (3) fax and SMS.
 - (4) fax and normal post.
30. The correct order of the history on experiments that influenced the commencement of motion picture is
- (1) shadow drama, morse signals, persistence of vision.
 - (2) magic lantern, persistence of vision, morse signals.
 - (3) magic lantern, shadow drama, morse signals.
 - (4) shadow drama, magic lantern, persistence of vision.
31. The fact that should be paid more attention to when conducting a lecture in a productive manner is
- (1) dressed in a pleasant manner.
 - (2) the way instruments and tools, used for the lecture is operated.
 - (3) deliver a meaningful speech that suits the occasion.
 - (4) maintain a good eye contact.
32. A language pattern that can create mental images is most beneficial for
- (1) newspaper feature article writer.
 - (2) a TV news reader.
 - (3) radio commentator.
 - (4) ballet actor.
33. 'A radio programmes are heard only once'. This means that
- (1) complex facts can be presented.
 - (2) sound becomes the medium.
 - (3) meaning should be grasped during the broadcast.
 - (4) it is an imaginative media.
34. A direct interference of the government **cannot** be seen in media operation when
- (1) issuing licenses for channels.
 - (2) controlling messages under the emergency law.
 - (3) banning mass media institutions.
 - (4) declaring codes of ethics.
35. What is the option that consists only new media?
- (1) WhatsApp, Facebook, Television, Email
 - (2) SMS, Facebook, Radio, Television
 - (3) Facebook, WhatsApp, Email, SMS
 - (4) SMS, Radio, WhatsApp, Facebook
36. Ravi decided to install a CCTV camera system in front of his house located in a crowded area facing the main road. The main benefit that can be obtained by this is to
- (1) provide visuals of accidents to news bulletins.
 - (2) obtain reports of environmental changes from time to time.
 - (3) observe the commuters carefully.
 - (4) obtain reliable information regarding the security of his house.
37. Which of the following is **not** a creative communication method in written communication?
- (1) Graphs
 - (2) Gestures
 - (3) Font types
 - (4) Tables

38. Select the correct statement regarding passive receivers.

- (1) Believe that media messages reflect the reality.
- (2) Maintain a very close relationship with media.
- (3) Often appreciate the journalists and the content of media eagerly.
- (4) Often represent the majority in the social community.

39. Consider the following facts.

- A – There is one gatekeeper.
- B – Presence of professional communicators.
- C – Using technological methods.
- D – Communicators and receivers are face to face.

The statements that **do not** match with mass media from the above facts are

- (1) A and B only.
- (2) A and D only.
- (3) B and C only.
- (4) C and D only.

40. Consider the following occasions.

- A – An image of a pagoda at the edge of a lake.
- B – A birth mark on a face.
- C – An occasion of news reading.
- D – An occasion when a dancer move his body rhythmically.

Select the answer that includes the correct order of the frames that is suitable to present the above occasions meaningfully.

- (1) very long shot, extreme close-up, medium shot, long shot
- (2) long shot, medium shot, extreme close-up, very long shot
- (3) medium shot, extreme close-up, long shot, very long shot
- (4) very long shot, medium shot, extreme close-up, long shot

* *

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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 smartphone is a multi functioned tool.

- (i) Mention an occasion when it is used for interpersonal communication.
- (ii) What is the minimum number of members that should participate in a conference call?
- (iii) Name **two** communication forms used when making a phone call.
- (iv) Mention **two** occasions when a smartphone can be used to send documented information.
- (v) Write **two** ways in which the smartphone can be used for mass communication.
- (vi) What is the element of communication connected to an instance where you answer a call made by a friend?
- (vii) When taking photographs with a smartphone, the data can be stored in the memory card. When taking photographs with a SLR camera, on which the data is stored?
- (viii) Indicate **two** factors that decide the amount of photographs stored in a memory card.
- (ix) Information can be sent to mass media using a smartphone. What is the type of journalism that operates here?
- (x) Different mass media can be operated on the same platform by using a smartphone. What is the term used to introduce this concept?

2. (i) Name a newspaper institution owned by the state.
- (ii) State **two** benefits that can be gained by obtaining an official email address for the institution mentioned in (i).
- (iii) Briefly describe the roles of the following individuals/sections in a newspaper.
 - (a) chief editor
 - (b) editorial section
 - (c) advertising section
- (iv) Explain the use of the following items related to the content of a newspaper.
 - (a) feature articles
 - (b) cartoon
 - (c) columns
 - (d) photographs

3. (i) By using which method can the task of a normal printing machine be done in an office?
(ii) Introduce briefly **two** benefits of the method you mentioned in above (i).
(iii) A website can be created by providing an Internet connection to a computer. Describe briefly **three** benefits of using a website.
(iv) A computer with an Internet connection can be used to read an e-newspaper. Explain **four** basic characteristics of an e-newspaper.
4. (i) What is the basic communication form of the radio medium?
(ii) Name the **two** external sound effects that can be used in radio.
(iii) Introduce briefly the following programme types used in radio medium.
(a) talks
(b) interviews
(c) magazine programmes
(iv) The radio listener should be a critical receiver. Investigate **four** skills that should be developed in a critical receiver.
5. (i) What is the document published by the United Nations that accepts the right to live freely for every individual?
(ii) Name **two** types of celebrities who are used easily by mass media to build up social images.
(iii) Explain the aesthetic nature related to the following three themes.
(a) entertainment function
(b) taste
(c) creative thinking
(iv) Describe **four** special features of digital photography.
6. (i) When an object rotates in high speed, it is impossible to see its location and the gap separately. How is this principle called?
(ii) Name the **two** main technological methods used in television broadcast.
(iii) Investigate separately the following varieties of the receivers related to the television medium.
(a) gender
(b) age level
(c) education level
(iv) Explain the **negative influence** made on the society by television media in relation to the following factors.
(a) language
(b) taste
(c) violence
(d) culture

7. The theme of the Inter school Media Festival was 'Towards a good media culture'.
- (i) Name a factor that can be used to measure the language ability of the orator at the speech competition held in parallel to the Media Festival.
 - (ii) Name **two** media tools that should be used to screen films in the Media Festival.
 - (iii) It was discussed in the Media Festival that 'The photographer should develop a self-discipline'. Write notes on **three** ethics related to photography.
 - (iv) Write an essay on the topic of 'Be a critical receiver' under **four** facts.

* * *