

University of Colombo
Faculty of Arts

Second Year General Degree Examination in Arts

Second Semester – 2017

CMS 2215- Communication and Development

Answer only (03) Three Questions

Time: 02 Hours

1. Though there is a common definition for “Development”, should be achieved according to the social, political and geographical facts of each country. Clarify.
2. Create a short message for print media to achieve one of the sustainable development goals in Sri Lanka.
3. Discuss whether the traditional communication methods can be used to disseminate development information through social media.
4. Clarify the stages of the process of a development message based on the theory of “Diffusion of Innovation”.
5. “The concept of “Modernization” is still modern to the Asian countries”. Explain its eternal value paying attention to its norms.
6. “The economic and political knowledge of the people in a country is a decisive factor to carry forward the development process. Give facts for or against this statement.