

**University of Colombo, Sri Lanka**

**Faculty of Arts**

Second Year General Degree Examination in Arts

First Semester - 2019

**CMS 2113 - Sound Broadcasting: Theory and Practice**

**Answer three (03) questions only**

**Time 02 hours**

---

1. 'The radio is an electronic media consists of many unparalleled capabilities.' Explain by citing examples.

*(20 Marks)*

2. 'Evolution and development of Sri Lankan radio medium has been influenced by socio-economic and political objectives of British Colonialists.' Explain with focus to the establishment period in the history of Sri Lankan radio media.

*(20 Marks)*

3. Discuss with reference to national and international examples, how successful application of Public Service Broadcasting safeguards the rights of the listeners.

*(20 Marks)*

4. Explain with examples, how education broadcasting programs should be utilized to strengthen primary education of Sri Lanka.

*(20 Marks)*

*Contd.*

5. (a) Do a brief analysis on the basic fields of media research.

*(08 Marks)*

(b) Explain the importance of Audience Research to the advancement of radio media.

*(12 Marks)*

6. Analyze basing national and global examples how the medium of radio performs as a development-centered motivator in the cause of national development.

*(20 Marks)*

**OR**

'Professionalism of radio announcer plays a vital role in establishing the image of radio media institute'. Explain.

*(20 Marks)*