

University of Colombo, Sri Lanka
Faculty of Arts
Second Year General Degree Examination in Arts
Second Semester - 2017/2018
CMS 2215 - Communication and Development

Answer three (03) questions only

Time 02 hours

1. 'The fundamental idea and expectation of the concept of 'development' is to achieve the goal of 'social change' for betterment of the entire society.' Discuss.

(20 Marks)

2. 'The concept of communication for development goes hand in hand with human communication in order to gain a speedy transformation of the society.' Elucidate with reference to the ideological contribution of Nora C. Quebral.

(20 Marks)

3. Describe Communication for Development (C 4 D) Cycle which can be used in designing a development plan paying attention to the specific stages of the cycle.

(20 Marks)

4. 'There is a dearth in in-depth analytical reporting with regard to development news on relevant fields in contemporary media.' Critically comment.

(20 Marks)

(Contd.)

5. Introduce different models of development communication and describe their significance in identifying the basic elements of development communication.

(20 Marks)

6. Provide concise descriptions.

(A) Role of international organizations and local non-governmental organizations in the process of development.

(B) Utility of communication and media by international organizations in order to achieve their objectives.

(20 Marks)

7. Provide descriptions on **two (02)** of the following topics.

- i. Dharmapala vision and national development
- ii. Sustainable Development Goals
- iii. The usage of new media in development
- iv. Theory of Diffusion Innovations
- v. The role of a development communicator

(each topic carries 10 marks)