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**RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES**

**B.Sc. in Health Promotion
First Year – Semester I Examination – March 2021**

HPT 1105 - INTRODUCTION TO MASS COMMUNICATION

Time: One and a half (1 ½) hours

Answer ALL questions.

1. Explain how to gather news using the news reporters mental check list, W^s + H. **(100 marks)**

2. a) List the main forms of communication. **(25 marks)**
b) Describe the key elements of interpersonal communication. **(75 marks)**

3. a) Discuss the key characteristics of internet-based media. **(40 marks)**
b) Explain using examples how the techniques of lobbying could be used to convince the parliamentarians to promote health in Sri Lanka. **(60 marks)**

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