



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

**B.Sc. (General) Degree in Health Promotion  
First Year – Semester I Examination – June/July 2018**

**HPT 1105 – INTRODUCTION TO MASS COMMUNICATION**

**Time: One and a half (1 1/2) hours**

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**Answer ALL questions.**

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1. State the classifications of communication according to the number of people and briefly explain the importance of group communication in promoting health to a target audience. (100 marks)
2. “Traditional media plays a prominent role in health promotion” Illustrate this statement by designing a campaign for a selected disease spreading among the people. (100 marks)
3. Introduce the term “Public Opinion” and explain the use of Two Step Flow model in the field of health promotion. (100 marks)

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