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

**B.Sc. (General) Degree in Health Promotion
First Year – Semester I Examination – October / November 2014**

HPT 1105 – INTRODUCTION TO MASS COMMUNICATION

Time: 1 ½ hours

Answer any (03) questions

- 1.) “Communication is culture.” Discuss this statement. **(100 Marks)**
- 2.) “Objectives of Communication are broadening with the development of media technology and needs of the society.” Explain the fundamental objectives of communication. Base your answer on the above statement. **(100 Marks)**
- 3.) “Health can be promoted by the use of effective communication in development planning.” Describe this statement using relevant examples. **(100 Marks)**
- 4.) Make a creative communication program for managing the expansion of Kidney Disease in Sri Lanka. **(100 Marks)**
- 5.) “Communication can be projected in terms of different levels of audience.” How do you understand this? Comment. **(100 Marks)**