



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

**B.Sc. (General) Degree in Health Promotion
First Year – Semester I Examination – September/October 2019**

HPT 1105 - INTRODUCTION TO MASS COMMUNICATION

Time: One and a half (1 ½) hours

Answer ALL questions.

1. Explain giving examples the qualities of news to select news items for publications.
(100 marks)
2. Discuss using the conceptual map 'The Science Media Eco-System' the pathways available for communicating health related research results between scientists and the end users.
(100 marks)
3. Explain the key characteristics that differentiate media business from other types of businesses.
(100 marks)

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