



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

**B.Sc. (General) Degree in Health Promotion  
First Year – Semester I Examination – September/October 2013**

**HPT 1105 – INTRODUCTION TO MASS COMMUNICATION**

**Time: 1 ½ hours**

**Answer only three (03) questions including the question number one**

1. Select four (4) out of the six (6) topics given below and explain them.

- a) Intra-personal communication
- b) Gatekeeper concept
- c) Print media
- d) Information society
- e) Media effects
- f) Mass communication

(40 marks)

2. When considering the implementation of health promotion interventions in rural areas of Anuradhapura district, why do you have to use Inter-personal communication methods? Answer this considering the advantages of the above system.

(30 marks)

3. "Human beings have no survival without a formal communication process"

According to the factors you have learnt, discuss the above statement while explaining what is communication.

(30 marks)

4. There are several basic components in communication. Name and explain each of them with help of diagrams.

(30 Marks)