



RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES
B.Sc. (General) Degree in Health Promotion
First Year – Semester I Examination – May/June 2016

HPT 1105 - INTRODUCTION TO MASS COMMUNICATION

Time: One and half (1 ½) hours

Answer all three (03) questions.

1. "Communication is a process."
 - a) Define communication using relevant definitions. (20 marks)
 - b) Explain elements of communication process. (30 marks)
 - c) "Objectives of communication have been broaden by the use of modern social needs."
 - i. Describe basic objectives of communication. (30 marks)
 - ii. State the new objectives of communication with the use of modern needs and requirements. (20 marks)

2.
 - a) Elucidate the basic divisions of communication in terms of audience. (30 marks)
 - b) Comment on the use of non- verbal patterns of communication. (20 marks)
 - c) "Models of communication give a scientific explanation for the use of communication in promotional campaigning." Elaborate this statement using models of Harold d. Lasswel, Claud Shannon and Wilbur Sharmm. (50 marks)

3.
 - a) "Small group communication is much effective in the health promotional campaigning." Describe the relevance of the use of small group communication in health promotion in Sri Lanka using pertinent examples. (50 marks)
 - b) "Interpersonal communication is much productive than Mass Communication in Health Communication." Explain this statement. (50 marks)