



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

Bachelor of Science in Health Promotion

First Year – Semester I Examination – July/August 2023

HPT 1105 – INTRODUCTION TO MASS COMMUNICATION

Time: One and a half (1 ½) hours

Answer ALL questions

1. (a) Identify the main forms of communication. (30 marks)
 (b) Explain the key characteristics of mass communication. (70 marks)

2. (a) Describe the terms 'hard news', 'soft news', and 'breaking news'. (45 marks)
 (b) Discuss how news reporters use the mental checklist 'W⁵ + H' to gather news. (55 marks)

2. Discuss how to use followings in Health Promotion.
 - (a) Public Relations (30 marks)
 - (b) Press Relations (30 marks)
 - (c) Lobbying (40 marks)

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