



RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES

Bachelor of Science in Health Promotion

First Year – Semester I Examination – July/August 2023

HPT 1205 – COMMUNICATION IN PUBLIC HEALTH

Time: Two (02) hours

Answer ALL questions

1. (a) Define the term 'Information Disorder'. (20 marks)
(b) Describe the common types of 'Information Disorder' in digital media. (80 marks)
2. (a) Identify the main forms of communication. (30 marks)
(b) Explain the key characteristics of mass communication. (70 marks)
3. (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)
4. Discuss how to use followings in Health Promotion.
(a) Public Relations (30 marks)
(b) Press Relations (30 marks)
(c) Lobbying (40 marks)

-- END --