



RAJARATA UNIVERSITY OF SRI LANKA

FACULTY OF APPLIED SCIENCES

B.Sc. in Health Promotion

First Year – Semester I Examination – May 2022

HPT 1105 – INTRODUCTION TO MASS COMMUNICATION

Time: One and half (1 1/2) hours

Answer ALL questions

1. Explain how lay abstracts are used to communicate health related research results to the end users. (100 marks)
2. a) Explain how development communication contributes to direct social change? (50 marks)
b) Describe key elements of a television news item. (50 marks)
3. a) Explain the structures used to write a news item? (50 marks)
b) Describe the concept of media convergence. (50 marks)

----- END -----