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 இலங்கைப் பரீட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம் இலங்கைப் பரීட்சைத் திணைக்களம்  
 Department of Examinations, Sri Lanka  
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අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2020  
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 General Certificate of Education (Ord. Level) Examination, 2020

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தொடர்பாடலும் ஊடகக் கல்வியும்	I, II
Communication and Media Studies	I, II

Communication and Media Studies II

- \* Answer five questions in all, including question No. 1 and four others.
- \* Question No. 1 carries 20 marks, and other questions carry 10 marks each.

1. The struggle of a female journalist against social injustice is the story of an Indian teledrama dubbed into Sinhala which is being telecast.
  - (i) What is the communication function expected from a teledrama?
  - (ii) If the above teledrama is produced with a low budget but having many episodes, what is the type of teledrama that it belongs to?
  - (iii) What is the way of indicating direct intervention of government, when telecasting foreign teledramas?
  - (iv) What is the main legal status that confirms the economical right and ethical right of a person who produces a drama similar to the above, locally?
  - (v) A spectator thought of winning a prize by answering a question related to the teledrama. What is the type of communication this thought belongs to?
  - (vi) Watching the teledrama had to be stopped due to lightening. What kind of communication obstacle was this?
  - (vii) If a review of the creative characteristics of the teledrama was published in a newspaper, what is the format of that article?
  - (viii) After telecasting a teledrama, it is uploaded to social media within a short period of time. What is the term that can be used to explain this concept of the combination between mass media and social media?
  - (ix) Name two main types of sounds that can be used to convert the above teledrama into a radio drama.
  - (x) What is the sociological concept that can be used, when studying the role of the female journalist in the above teledrama?
  
2. A candidate should be quite concerned about media advertising during the election campaign.
  - (i) When addressing the people, the candidate keeps eye contact with the group in front of him. What is the term used to describe this act?
  - (ii) Name two information based functions related to the media processing of an election office.
  - (iii) Briefly explain three facts that should be considered when taking a news photograph relevant to the election.
  - (iv) Explain with examples four strengths of using posters in an election.
  
3. There is a close relationship between the newspaper and photographs.
  - (i) Name two types of newspapers according to the term of publishing.
  - (ii) State two main features that should be in a photograph selected for a newspaper article.
  - (iii) Briefly describe three common features of contemporary electronic newspapers.
  - (iv) Explain separately four advantages of using still photographs in a newspaper.

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