



**FEDERAL PUBLIC SERVICE COMMISSION  
COMPETITIVE EXAMINATION-2016  
FOR RECRUITMENT TO POSTS IN BS-17  
UNDER THE FEDERAL GOVERNMENT**

**Roll Number**

**JOURNALISM & MASS COMMUNICATION**

<b>TIME ALLOWED: THREE HOURS</b>	<b>PART-I (MCQS)</b>	<b>MAXIMUM MARKS = 20</b>
<b>PART-I(MCQS): MAXIMUM 30 MINUTES</b>	<b>PART-II</b>	<b>MAXIMUM MARKS = 80</b>
<b>NOTE: (i) Part-II is to be attempted on the separate Answer Book.</b>		
<b>(ii) Attempt ONLY FOUR questions from PART-II. Selecting TWO questions from EACH SECTION. ALL questions carry EQUAL marks.</b>		
<b>(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.</b>		
<b>(iv) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.</b>		
<b>(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.</b>		
<b>(vi) Extra attempt of any question or any part of the attempted question will not be considered.</b>		

**PART-II**

**SECTION-I**

- Q. No. 2.** Media effects can be analyzed in term of “Powerful Effects”, “Limited Effects” and “Moderate Effects”. Which effects model is applicable in Pakistan; explain with the examples from Pakistani media and society quoting relevant theories. **(20)**
- Q. No. 3.** What is functional approach? Discuss in detail the ideal role of mass media in a democratic setup. Formulate a workable solution to overcome media’s sensationalism toward political issues of Pakistan. **(20)**
- Q. No. 4.** Explain the phenomena of globalization of media industry and its role in bringing western culture to East. Also suggest ways to avoid cultural imperialism. **(20)**
- Q. No. 5.** Social media has brought new interaction and organizing pattern; discuss in detail the use of social media as a reinforcement tool for voters by political parties. Suggest ways to counter propaganda, abusive language and sectarianism on social media. **(20)**

**SECTION-II**

- Q. No. 6.** Private Television Channels have gained commendable importance in our society. Cut-through competition for rating has been observed. In view of that describe its social role (in term of pro-social role and anti-social role). **(20)**
- Q. No. 7.** Why Public Relations Officers are called Spin Doctors? Discuss the role and responsibilities of Press Information Department (PID); also critically evaluate its performance as an institution in image building of Federal Govt. **(20)**
- Q. No. 8.** Briefly explain the following: **(5 each)** **(20)**
- (a) Defamation Act 2002
  - (b) Role of PEMRA in current scenario
  - (c) Importance of Shannon-Weaver model in development of further models
  - (d) Business Communication

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