



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

Roll Number

JOURNALISM & MASS COMMUNICATION

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

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)**
- Defamation Act 2002
 - Role of PEMRA in current scenario
 - Importance of Shannon-Weaver model in development of further models
 - Business Communication
