



FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT, 2014
JOURNALISM

Roll Number

TIME ALLOWED: THREE HOURS	(PART-I MCQs) 30 MINUTES	MAXIMUM MARKS: 20
	(PART-II) 2 HOURS & 30 MINUTES	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) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper. (iv) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed. (v) Extra attempt of any question or any part of the attempted question will not be considered.		

PART-II

SECTION-I

- Q. No. 2.** Do you think that internet is flattening the cultural differences and synching distinct cultures on some common grounds? Discuss critically. (20)
- Q. No. 3.** Media do not tell you what to think, but what to think about. This premise signifies the role of media as an agenda setter. However, recent research on agenda setting explores the media's role in framing the most salient aspect(s) of an issue, and let the people think not only about the issue but also affects the thinking process of the viewers. Discuss and distinguish between the agenda setting and framing (as a secondary-level agenda setting) theories. (20)
- Q. No. 4.** Media seem to have a limited role in developing people's political attitudes, rather an individual's attitude and behaviour are greatly shaped by the group(s) they are associated with. Discuss the phrase in the light of groups and communication dynamics. (20)
- Q. No. 5.** It is not the socio-economic strata (SES) of the people that create knowledge-gap in a social system as advocated by the relatively old Knowledge Gap theory but the Digital Divide, which creates information-rich and information-poor groups in a society. Critically discuss the two by making a clear distinction between them. (20)

SECTION-II

- Q. No. 6.** Media and media practitioners are naive and are unable to understand the complexity of social and political problems of a country. Hence, they need to be governed and their affairs should essentially be regulated. Don't you think this premise is against the canons of freedom of expression? Discuss. (20)
- Q. No. 7.** In elections 2013, the social media were used as a vehicle of political advertising by the leading political parties of Pakistan. Do you think that social media had considerable effects on the election results? Support your answer with concrete examples. (20)
- Q. No. 8.** Write short NOTES on the following topics: (5 each) (20)
- (a)** Non-verbal communication **(b)** Meta communication
(c) Press note vs press communiqué **(d)** The News Corporation



FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT, 2015

Roll Number

JOURNALISM

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.** Discuss the need and importance of Journalistic interview. Also provide a List of 12 hypothetical questions that you might ask a Finance Minister of Pakistan on current economic conditions. Pay particular attention to the order of questions and other techniques **(20)**
- Q. No. 3.** Write an essay on the freedom of media and social responsibility. Do you think Pakistani media are being socially responsible for its functioning? Explain with arguments. **(20)**
- Q. No. 4.** The hypodermic needle theory of mass media is no more working as it is based on vertical communication. The alternative media communication approach is fulfilling people's social and psychological needs gratification. Discuss both the approaches with examples from Pakistani perspective.
- Q. No. 5.** Write short notes on the following: **(20)**
- Defamation
 - Copy Right Act
 - Media Ethics
 - Free flow of information

SECTION-II

- Q. No. 6.** Critically discuss the impact of Media technology on our society. Explain with arguments and examples. **(20)**
- Q. No. 7.** What is Propaganda? How is it different from Persuasion? Explain Propaganda devices with examples from Pakistani settings. **(20)**
- Q. No. 8.** Discuss a critical appraisal of the ethical issues in Pakistani media. What suggestions do you have for acceptable media ethics for Pakistani media? **(20)**



**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)**
- (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



**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2017
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. 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

- Q. No. 2.** Briefly narrate the implications and shortcomings of the Shannon and Weaver model of Communication? **(20)**
- Q. No. 3.** Explain how Uses and Gratification Theory is an audience centered approach in understanding Mass Communication. Also explain how is it positivistic approach? **(20)**
- Q. No. 4.** How Mac Bride Commission report analyze communication problems in modern societies? Discuss its recommendations in detail. **(20)**
- Q. No. 5.** Define Public Relations. Also explain its tools and techniques and challenges in Pakistan. **(20)**
- Q. No. 6.** Define and explain the term Development Support Communication. Also narrate how it can be helpful in solving various social issues of Pakistani society? **(20)**
- Q. No. 7.** “Pakistani media organizations are unable to formulate a self-disciplined code of ethics.” Do you agree or not. Support your answer with logic and arguments. **(20)**
- Q. No. 8.** Write brief notes on any **TWO** of the following: **(10 each) (20)**
- (a)** Media as an agent of social change
 - (b)** Gerbner’s Model of Communication
 - (c)** Role of Social media in Pakistan



**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2018
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. 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

- Q. No. 2.** Traditionally, communication theory as a distinct area of media studies has transited through minimum four eras of its development. Explain these eras and their specific characteristics by categorizing the communication theories associated with them. **(20)**
- Q. No. 3.** Elizabeth Noelle-Neumann propounded the spiral of Silence Theory in 1974 while examining public opinion as a form of social control, which later emerged as a milestone in public opinion formation research. Discuss it in detail by drawing model of the theory. **(20)**
- Q. No. 4.** In international and global communication context, communication and culture are strongly associated with each other. Discuss the nexus in the light of Marxist and Gramsci approaches. **(20)**
- Q. No. 5.** Relations between governments and mass media have more often been adversarial in Pakistan. Discuss it in historical perspective as why they have been the way have been. Be precise and critical in your attempt. **(20)**
- Q. No. 6.** How would you differentiate between Development Communication and Development Support Communication? Would you support the use of DSC tools and techniques in an increasingly cosmopolitan society? In either case, provide cogent justifications to support your opinion. **(20)**
- Q. No. 7.** In developing nations, this impression is gaining momentum that mass media and journalists more often look after their limited objectives with complete disregard to national security when reporting complex social and political issues. This calls for an effective governance of media and their affairs with essential regulations. Don't you think such impression plagues the right of freedom of expression and media? Discuss this in the perspective of contemporary media laws of Pakistan. **(20)**
- Q. No. 8.** Briefly explain the following: (5 each) **(20)**
- a. Media determinism by Marshall McLuhan
 - b. Cultural industries
 - c. PEMRA Code of Ethics
 - d. Press Information Department



FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2019
FOR RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT

Roll Number

JOURNALISM & MASS COMMUNICATION

TIME ALLOWED: THREE HOURS PART-I(MCQS): MAXIMUM 30 MINUTES	PART-I (MCQS) PART-II	MAXIMUM MARKS = 20 MAXIMUM MARKS = 80
NOTE: (i) Part-II is to be attempted on the separate Answer Book. (ii) Attempt ONLY FOUR questions from PART-II. 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) 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 question will not be considered.		

PART – II

- Q. No. 2.** Discuss Marshal McLuhan's theory of media determinism in the light of powerful media effects revisited paradigm. **(20)**
- Q. No. 3.** What are normative theories of the press? Discuss criticism on these theories and also discuss their implication in Pakistani society. **(20)**
- Q. No. 4.** How mass media and technology contribute in globalization? Do you think that we are living in a global village? Justify your answer with logical arguments. **(20)**
- Q. No. 5.** Critically discuss the impact of commercialism on selection and presentation of news reports in perspective of Pakistani mainstream news channels. **(20)**
- Q. No. 6.** Do you think that PR is a tool of governance? Why is it necessary for a public relations department to serve as early warning system? **(20)**
- Q. No. 7.** Write a detailed note on development of media regulations from British colonial era to independent Pakistan. **(20)**
- Q. No. 8.** Write notes on any two of the following: **(10 each) (20)**
- (a) Spiral of silence
 - (b) McBride commission
 - (c) Dominant paradigm of development