



**FEDERAL PUBLIC SERVICE COMMISSION**  
**COMPETITIVE EXAMINATION-2022**  
**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>
<p><b>NOTE: (i) Part-II is to be attempted on the separate Answer Book.</b></p> <p><b>(ii) Attempt ONLY FOUR questions from PART-II. ALL questions carry EQUAL marks.</b></p> <p><b>(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.</b></p> <p><b>(iv) Write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.</b></p> <p><b>(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.</b></p> <p><b>(vi) Extra attempt of any question or any part of the question will not be considered.</b></p>		

**PART – II**

- Q. No. 2.** Explain the role of media as a watchdog or fourth Estate of government. Provide examples from Pakistani scenario to substantiate your stance/argument. **(20)**
- Q. No. 3.** Elaborate the key assumptions of Diffusion and Innovation Theory, its strengths and weaknesses. Critically discuss its applicability from the Third-World perspective. **(20)**
- Q. No. 4.** What is globalization? Critically examine its impact on Pakistani culture. Explain, how globalization is different from Westernization? **(20)**
- Q. No. 5.** Discuss the role of new technologies in Public Relations. Support your answer with suitable examples from the context of Pakistan. **(20)**
- Q. No. 6.** Discuss the history of Development Support Communication. How ICTs (Information and Communication Technologies) transform Development Support Communication in the age of Globalization? Comment. **(20)**
- Q. No. 7.** Discuss the role of Development Communication in nation building. Provide suitable examples from national and international context. **(20)**
- Q. No. 8.** Write notes on any TWO of the following: **(10 each) (20)**
- (a)** Brief history of Media Laws in Pakistan
- (b)** Media Conglomerates
- (c)** Press Code of Ethics

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