



**FEDERAL PUBLIC SERVICE COMMISSION
SPECIAL COMPETITIVE EXAMINATION-2023
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) First attempt PART-I (MCQs) on separate OMR Answer Sheet which shall be taken back after 30 minutes.		
(ii) Overwriting/cutting of the options/answers will not be given credit.		
(iii) There is no negative marking. All MCQs must be attempted.		

PART-I (MCQs)(COMPULSORY)

Q.1. (i) Select the best option/answer and fill in the appropriate Box on the OMR Answer Sheet.(20x1=20)
(ii) Answers given anywhere else, other than OMR Answer Sheet, will not be considered.

1. **George Gerbner develop his model of communication in:**
 (A) 1954 (B) 1955 (C) 1956 (D) None of these
2. **Masthead refer to:**
 (A) place of printing of a newspaper (B) ownership of a newspaper
 (C) circulation of a newspaper (D) None of these
3. **TRP stands for:**
 (A) Television Research Programme (B) Television Rotation Plan
 (C) Television Rating Point (D) None of these
4. **Lasswell's communication model describes:**
 (A) Verbal communication (B) Visual communication
 (C) Written communication (D) None of these
5. **Podcast means:**
 (A) A digital pdf format program downloadable on the Internet.
 (B) A digital video format program downloadable on the Internet
 (C) A digital animated format program downloadable on the Internet (D) None of these
6. **Diffusion of innovations is a theory:**
 (A) That seeks to explain how, why, and at what rate new ideas and technology spread.
 (B) That seeks to produce machines how, why, and at what rate new ideas and technology spread.
 (C) That laws, why, and at what rate new ideas and technology spread. (D) None of these
7. **The theory of "The medium is the message" is developed by:**
 (A) Paul Lazarsfeld (B) Denis McQuail
 (C) Marshall McLuhan (D) None of these
8. **The term of New World Information and Communication Order (NWICO or NWIO) was coined in UNESCO in the late:**
 (A) 1940s (B) 1950s (C) 1960s (D) None of these
9. **NWICO or NWIO, regardless of nations' sphere of influence and power, and to address the imbalance in communication flow from the:**
 (A) West to the rest of the world. (B) West to the rest of the Arab world.
 (C) West to the rest of the modern world. (D) None of these
10. **Media violence poses a _____ to public health as much as it leads to an increase in real-world violence and aggression.**
 (A) Happiness (B) Safety (C) Threat (D) None of these
11. **Media democracy is a democratic approach to media studies that advocates for the reform of mass media to strengthen:**
 (A) Community service broadcasting (B) Commercial service broadcasting
 (C) Public service broadcasting (D) None of these
12. **In media studies, representation is the way where different aspects of a society, such as gender, age or ethnicity, are presented to:**
 (A) Campaigners (B) Audiences (C) Dissenters (D) None of these
13. **In _____ there is also a problem of the public, not always knowing where their money is going or what company they may inadvertently be endorsing.**
 (A) Media Democracy (B) Media Conglomeration (C) Media Hegemony (D) None of these
14. **First Editor of the English Daily The Frontier Post was**
 (A) Shoukat Siddiqui (B) Aziz Siddiqui (C) Naveed Siddiqui (D) None of these
15. **Commercialism of media is the application of both manufacturing and consumption of news and other media materials towards:**
 (A) Social usage (B) Economic usage (C) Personal usage (D) None of these

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16. Traditionally, popular culture was associated with poor education and with the lower classes, as opposed to the _____ and higher education of the upper classes.
 (A) Western culture (B) American culture (C) Official culture (D) None of these
17. Who was the first Information Minister of Pakistan?
 (A) Fazlur Rahman (B) Ghulam Muhammad (C) Raja Ghazanfar Ali (D) None of these
18. _____ is considered a pioneer in the field of public relations and propaganda, and referred to in his obituary as "*the father of public relations*".
 (A) Edward James Olmos (B) Edward Louis Bernays (C) Edward John Norton (D) None of these
19. The Press and Publications Ordinance (PPO) of 1960 allowed appeals against Security deposits in a Special Bench of the:
 (A) High Court (B) Civil Court (C) Session Court (D) None of these
20. Under the RPPO, if any organisation fails of printing and publication with _____ months of the declaration issued to it, the declaration shall be considered cancelled.
 (A) Four (B) Five (C) Six (D) None of these

PART – II

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) 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.		

- Q. No. 2.** Logically elaborate the key principles of Wilbur Schramm communication model of 1954 in respect to Pakistani media landscape. Are the Pakistani media consumers have all or some of the model's required elements? Comment. **(20)**
- Q. No. 3.** The Media hegemony theory argues that various factors including state, economic and social factors seriously affect the working of journalists and consequently the news contents. Discuss the theory and suggest measures to ensure an environment where the Pakistani journalists can work and report news independently. **(20)**
- Q. No. 4.** Many critics contend that, in the costume of global communication, cultural imperialism is taking place though Mass Media, in this digital age, resulting in the dilution of local cultures and languages. What policy measures would you suggest to protect the local culture, languages and traditions? **(20)**
- Q. No. 5.** Development Support Communication advocates for development at a community level. Discuss with reference to the development support communication's theories, citing examples from indigenous rural communities. **(20)**
- Q. No. 6.** What are various dimensions of International Communication? Support your answer with relevant examples. **(20)**
- Q. No. 7.** While the advent of digital media has expanded the boundaries of knowledge as well as opportunities, it has also proved to be a disruptive factor in political, social and economic terms. Comment. **(20)**
- Q. No. 8.** Write notes on any TWO of the following: **(10 each) (20)**
- (a) Libel, Defamation and type of Propaganda
 (b) Press Council of Pakistan (PCP)
 (c) Comment on the Pakistani media conglomerates' failure in framing of code of ethics for itself.
