



FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2022
FOR RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT

Roll Number

JOURNALISM & MASS COMMUNICATION

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|---|----------------------|---------------------------|
| 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. | | |

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
