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# FEDERAL PUBLIC SERVICE COMMISSION

## COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN PBS-17, UNDER THE FEDERAL GOVERNMENT, 2003

## JOURNALISM

**TIME ALLOWED: THREE HOURS** **MAXIMUM MARKS: 100**

**NOTE:** Attempt **FIVE** questions in all, including **Question No. 8** which is **COMPULSORY**. Select at least **TWO** questions from each **SECTION**. All questions carry **EQUAL** marks. Write clearly.

### SECTION – I

1. What is meant by cognitive theory of Communication and cognitive dissonance? Suggest measures to overcome physical and psychological barriers causing cognitive dissonance.

2. The history of Pakistan movement and of journalism in the subcontinent is inextricably woven with each other. Elaborate the role played by any two distinguished Muslim journalists in the freedom movement.

3. Explain the concept of 'Embedded Journalism'. Do you think it had compromised news objectivity and freedom of press?

4. Cable TV has made possible transmission of foreign satellite TV channels content at mass level in Pakistan. Suggest measures to check delinquency, violence, vulgarity, indecency and hate crimes of their content.

### SECTION – II

5. What are the functions of a public relation consultancy? How could a P.R. man be aided by using the services of such consultancy?

6. Editorial is the voice of a newspaper. In the light of this statement, evaluate any three editorials of an English/Urdu national daily of your choice.

7. Write short notes on the following:
   (a) Opening up of electronic media to the private sector in Pakistan.
   (b) Significance of folk and traditional media in creating mass awareness about development activities in rural areas.
   (c) Importance of research and creativity in advertising.
   (d) Difference between structure of a news story for radio and a newspaper.

### COMPULSORY QUESTION

8. Write only the correct answer in the Answer Book. Do not reproduce the question.

   (1) Back bench is the senior editorial executives of a Newspaper:
   (a) Correct (b) Incorrect

   (2) Yellow Journalism is a newspaper/journal printed on cheap yellow papers:
   (a) Correct (b) Incorrect

   (3) Accredited journalists are the Journalists having permission cards from the Home Department for press duties:
   (a) Correct (b) Incorrect

   (4) Drop line and dropout is one and the same thing:
   (a) Correct (b) Incorrect

   (5) Civil and Military Gazette was first published from:
   (a) Karachi (b) Lahore
   (c) Delhi (d) None of these

## JOURNALISM

(6) First Editor of DAWN was:
(a) Pothan Joseph (b) Faiz Ahmad Faiz
(c) Quaid-i-Azam (d) None of these

(7) TV commercial lasting more than a second is called blink ads:
(a) Correct (b) Incorrect

(8) Plagiarism is unauthorised use of another person's copyright material without acknowledgement:
(a) Correct (b) Incorrect

(9) The right to freedom of speech and expression of citizens is enshrined in the Constitution of Pakistan under Article:
(a) 15 (b) 19
(c) 81 (d) None of these

(10) Master Antenna TV (MATV) & Cable Antenna TV (CATV) for transmission of TV channels are similar systems:
(a) Correct (d) Incorrect

(11) Slug Line are the words to identify news copy/story:
(a) Correct (b) Incorrect

(12) The functional approach of mass media operates, "through a nexus of mediating factors".
(a) Correct (b) Incorrect

(13) The "hypodermic needle or Bullet theory of communication" was introduced in 1960:
(a) Correct (b) Incorrect

(14) The concept of TWO-Step Flow of information was presented by Lazarsfeld in 1940s:
(a) Correct (b) Incorrect

(15) Scoop is a major news story shared by newspapers:
(a) Correct (b) Incorrect

(16) Pakistan Electronic Media Regulatory Authority (PEMRA) was established in March, 2000:
(a) Correct (b) Incorrect

(17) The Author of 'The Global City' is:
(a) Dr. Tahir Masood (b) Javed Jabbar
(c) Ms. Shahwar Junaid (d) None of these

(18) Which one is the largest cable network in Pakistan?
(a) Info Highway CTV Network
(b) Worldcall (Media Majic CTV Network)
(c) National Broadband CTV Network (NBC)
(d) None of these.

(19) FM Radio means Frequency Modulation Radio:
(a) Correct (b) Incorrect

(20) The 'Causes and Effects Theory' of mass communication was developed by Joseph Klapper:
(a) Correct (b) Incorrect

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