**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

**********