FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2021
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) 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. Is communication the process of creating shared meaning? Explain in detail. **(20)**

Q. No. 3. Describe the traditional model of adoption and diffusion of innovations. Explain how the qualities of innovations affect the adoption process. **(20)**

Q. No. 4. Unequal information flow causes cultural imperialism and diminishes national sovereignty. Comment. **(20)**

Q. No. 5. Describe the role of Muslim press in creation of Pakistan. **(20)**

Q. No. 6. Is the assumption that "newspapers are unbiased and objective and that the public relations professionals are not" valid? Why or why not? **(20)**

Q. No. 7. Has our media failed to develop a code of ethics as an institution? Comment. **(20)**

Q. No. 8. Write notes on any two of the following: **(10 each)** **(20)**

(a) Glocalisation

(b) Libel and defamation

(c) Social media as a news service

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