FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2022
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. 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

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