



**FEDERAL PUBLIC SERVICE COMMISSION**  
**COMPETITIVE EXAMINATION-2019**  
**FOR RECRUITMENT TO POSTS IN BS-17**  
**UNDER THE FEDERAL GOVERNMENT**

Roll Number

**JOURNALISM & MASS COMMUNICATION**

<b>TIME ALLOWED: THREE HOURS</b>	<b>PART-I (MCQS)</b>	<b>MAXIMUM MARKS = 20</b>
<b>PART-I(MCQS): MAXIMUM 30 MINUTES</b>	<b>PART-II</b>	<b>MAXIMUM MARKS = 80</b>
<b>NOTE: (i) Part-II is to be attempted on the separate Answer Book.</b>		
<b>(ii) Attempt ONLY FOUR questions from PART-II. ALL questions carry EQUAL marks.</b>		
<b>(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.</b>		
<b>(iv) Write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.</b>		
<b>(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.</b>		
<b>(vi) Extra attempt of any question or any part of the question will not be considered.</b>		

**PART – II**

- Q. No. 2.** Discuss Marshal McLuhan's theory of media determinism in the light of powerful media effects revisited paradigm. (20)
- Q. No. 3.** What are normative theories of the press? Discuss criticism on these theories and also discuss their implication in Pakistani society. (20)
- Q. No. 4.** How mass media and technology contribute in globalization? Do you think that we are living in a global village? Justify your answer with logical arguments. (20)
- Q. No. 5.** Critically discuss the impact of commercialism on selection and presentation of news reports in perspective of Pakistani mainstream news channels. (20)
- Q. No. 6.** Do you think that PR is a tool of governance? Why is it necessary for a public relations department to serve as early warning system? (20)
- Q. No. 7.** Write a detailed note on development of media regulations from British colonial era to independent Pakistan. (20)
- Q. No. 8.** Write notes on any two of the following: (10 each) (20)
- (a) Spiral of silence
  - (b) McBride commission
  - (c) Dominant paradigm of development