



**FEDERAL PUBLIC SERVICE COMMISSION  
COMPETITIVE EXAMINATION-2017  
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) Candidate must 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 attempted question will not be considered.</b>		

**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

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