

# FEDERAL PUBLIC SERVICE COMMISSION



## COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT, 2012

Roll Number

QuickJobs.pk

### JOURNALISM

<b>TIME ALLOWED:</b>	<b>(PART-I MCQs)</b>	<b>30 MINUTES</b>	<b>MAXIMUM MARKS: 20</b>
<b>THREE HOURS</b>	<b>(PART-II)</b>	<b>2 HOURS &amp; 30 MINUTES</b>	<b>MAXIMUM MARKS: 80</b>
<b>NOTE:</b>			
(i) Candidate must write <b>Q.No.</b> in the <b>Answer Book</b> in accordance with <b>Q.No.</b> in the <b>Q.Paper</b> .			
(ii) Attempt <b>ONLY FOUR</b> questions from <b>PART-II</b> , selecting <b>TWO</b> questions from <b>EACH SECTION</b> . All questions carry <b>EQUAL</b> marks.			
(iii) Extra attempt of any question or any part of the attempted question will not be considered.			

### PART-II

#### SECTION-I

- Q.2** What are ethical issues associated with online journalism and also suggest ways to solve these ethical issues? (20)
- Q.3.** Discuss the importance of people's participation in the process of **Development**, and subsequent role of mass media. (20)
- Q.4.** Explain functions of Mass Communication with relevant examples? (20)
- Q.5.** "Today Media has taken center stage role in the daily life and society." Give your comments on this statement in the light of Media system dependence theory. (20)

#### SECTION-II

- Q.6.** In the light of Karl Marx Media theory: Analyse the role of at least three TV Channels with the special reference of flood disaster. What is National development? And how media can play role in National development? (20)
- Q.7.** Describe the factors that determine the character of internal public in newspaper organization. (20)
- Q.8.** Elaborate the historical perspective of journalism in sub-continent? (20)
- Q.9.** Suppose you have developed a new diet drink and are ready to market it. Develop a research study for identifying the elements and topics that should be stressed in your advertisement. (20)