

FEDERAL PUBLIC SERVICE COMMISSION



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

JOURNALISM

TIME ALLOWED:	(PART-I MCQs)	30 MINUTES	MAXIMUM MARKS: 20
THREE HOURS	(PART-II)	2 HOURS & 30 MINUTES	MAXIMUM MARKS: 80
NOTE: (i) Candidate must write Q.No. in the Answer Book in accordance with Q.No. in the Q.Paper . (ii) Attempt ONLY FOUR questions from PART-II , selecting TWO questions from EACH SECTION . All questions carry EQUAL 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)
