

# FEDERAL PUBLIC SERVICE COMMISSION



## COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT, 2013

### 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) First attempt PART-I (MCQs) on separate OMR Answer Sheet which shall be taken back after 30 minutes. (ii) Overwriting/cutting of the options/answers will not be given credit.			

### PART-I ((MCQs) (COMPULSORY)

**Q.1. (i)** Select the best option/answer and fill in the appropriate Circle ● on the **OMR Answer Sheet. (20x1=20)**  
**(ii)** Answers given anywhere, other than OMR Answer Sheet, shall not be considered.

- The phrase “ the medium is the message” was coined by:  
(a) Wilbur Schramm (b) McNelly (c) Herbert Marcuse (d) None of these
- An advertorial is:  
(a) A news (b) An article (c) An editorial (d) None of these
- There is immediate feedback in:  
(a) Mass Communication (b) Interpersonal Communication  
(c) Top-down Communication (d) None of these
- Film is a:  
(a) Hot medium (b) Cool medium (c) Medium with low definition data (d) None of these
- APNS is a representative body of:  
(a) Newspaper workers (b) Owners (c) Newspaper hawkers (d) None of these
- A Communication message is decoded by:  
(a) Sender (b) Channel (c) Receiver (d) None of these
- Dawn newspaper was founded by:  
(a) Faiz Ahmed Faiz (b) Quaid-i-Azam (c) Allama Iqbal (d) None of these
- Communitarian journalism is:  
(a) Civic journalism (b) Public journalism (c) Yellow journalism (d) Both (a) and (b)
- The originator of phrase “fourth estate” describing the press was a:  
(a) Journalist (b) Parliamentarian (c) Bureaucrat (d) None of these
- AP is a news agency of:  
(a) France (b) UK (c) US (d) None of these
- Scoop is:  
(a) Exclusive story (b) Sensational story (c) Scandal story (d) None of these
- Yellow journalism got its name from a:  
(a) Cartoon character (b) Yellow kid (c) Both (a) and (b) (d) None of these
- Libel is a:  
(a) Spoken accusation (b) Written accusation (c) Spoken defamation (d) None of these
- Muckraking investigates:  
(a) Scandals (b) Murders (c) Slander (d) None of these
- Classified ads are:  
(a) Classified information (b) Brief advertisements (c) Both (a) and (b) (d) None of these

## JOURNALISM

16. A banner headline of a newspaper is printed:  
(a) In a box (b) In the middle of a page (c) Across a whole page (d) None of these
17. PID is a:  
(a) Federal government department (b) Provincial department  
(c) Military department (d) None of these
18. A newspaper article depicts the opinion of:  
(a) Editor (b) Writer (c) Government (d) None of these
19. A brief description of a picture in words is called:  
(a) Byline (b) Obituary (c) Caption (d) None of these
20. Tahzibul Akhlaq was launched by:  
(a) Maulana Zafar Ali Khan (b) Maulana Hasrat Mohani  
(c) Maulana Abul Kalam Azad (d) None of these

## PART-II

- NOTE:** (i) **Part-II** is to be attempted on the separate **Answer Book**.  
(ii) Candidate must write **Q. No.** in the **Answer Book** in accordance with **Q. No.** in the **Q. Paper**.  
(iii) Attempt **ONLY FOUR** questions from **PART-II**, selecting **TWO** questions from **EACH SECTION**. **ALL questions carry EQUAL marks**.  
(iv) Extra attempt of any question or any part of the attempted question will not be considered.

## SECTION-I

- Q.2.** Is communication a reciprocal process? Comment in detail. (20)
- Q.3.** Describe in detail the educational and news functions of journalism. (20)
- Q.4.** Have newspapers lost their importance after the fast growth of cable television and social media in Pakistan? Comment. (20)
- Q.5.** Critically analyse the watchdog and lapdog role of public and private TV channels in Pakistan. (20)

## SECTION-II

- Q.6.** Public relations manipulates the news. Comment in detail. (20)
- Q.7.** Describe the social and economic aspects of advertising. (20)
- Q.8.** Press freedom and responsibility go hand in hand in a democratic society. Comment (20)
- Q.9.** Write short notes on the following topics: (5 each) (20)
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|-------------------------|-------------------------------|
| (i) Magazine journalism | (ii) Press release            |
| (iii) Editorial         | (iv) Non-verbal communication |

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