



FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT, 2014
JOURNALISM

Roll Number

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| TIME ALLOWED: THREE HOURS | (PART-I MCQs) 30 MINUTES | MAXIMUM MARKS: 20 |
| | (PART-II) 2 HOURS & 30 MINUTES | MAXIMUM MARKS: 80 |

- NOTE:**(i) **Part-II** is to be attempted on the separate **Answer Book**.
(ii) Attempt **ONLY FOUR** questions from **PART-II**, selecting Two questions from each section. **ALL questions carry EQUAL marks**.
(iii) Candidate must write **Q. No.** in the **Answer Book** in accordance with **Q. No.** in the **Q. Paper**.
(iv) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
(v) Extra attempt of any question or any part of the attempted question will not be considered.

PART-II

SECTION-I

- Q. No. 2.** Do you think that internet is flattening the cultural differences and synching distinct cultures on some common grounds? Discuss critically. (20)
- Q. No. 3.** Media do not tell you what to think, but what to think about. This premise signifies the role of media as an agenda setter. However, recent research on agenda setting explores the media's role in framing the most salient aspect(s) of an issue, and let the people think not only about the issue but also affects the thinking process of the viewers. Discuss and distinguish between the agenda setting and framing (as a secondary-level agenda setting) theories. (20)
- Q. No. 4.** Media seem to have a limited role in developing people's political attitudes, rather an individual's attitude and behaviour are greatly shaped by the group(s) they are associated with. Discuss the phrase in the light of groups and communication dynamics. (20)
- Q. No. 5.** It is not the socio-economic strata (SES) of the people that create knowledge-gap in a social system as advocated by the relatively old Knowledge Gap theory but the Digital Divide, which creates information-rich and information-poor groups in a society. Critically discuss the two by making a clear distinction between them. (20)

SECTION-II

- Q. No. 6.** Media and media practitioners are naive and are unable to understand the complexity of social and political problems of a country. Hence, they need to be governed and their affairs should essentially be regulated. Don't you think this premise is against the canons of freedom of expression? Discuss. (20)
- Q. No. 7.** In elections 2013, the social media were used as a vehicle of political advertising by the leading political parties of Pakistan. Do you think that social media had considerable effects on the election results? Support your answer with concrete examples. (20)
- Q. No. 8.** Write short NOTES on the following topics: (5 each) (20)
- (a) Non-verbal communication (b) Meta communication
(c) Press note vs press communiqué (d) The News Corporation
