

PUNJAB PUBLIC SERVICE COMMISSION

COMBINED COMPETITIVE EXAMINATION FOR RECRUITMENT TO THE POSTS OF PROVINCIAL MANAGEMENT SERVICE, ETC - 2015

SUBJECT: MASS COMMUNICATION PAPER - I

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE: Attempt any FIVE questions. Attempt in Urdu OR English language. All questions carry equal marks.

Q.1 Discuss with reference to his publication, the role played by Sir Syed Ahmed Khan as a journalist and a Social Reformer, in the history of Sub-Continent.

Q.2 Identify the areas in which media can play its role as an Agent of Social change in societies like Pakistan. Also describe How?

Q.3 "Recent developments and trends in media have changed the conventional meanings of News." Do you agree? Support your viewpoint with examples.

Q.4 Compare Editorial and Column in terms of their Structure, Objectives and their role in creating awareness.

Q.5 Define Documentary. What are different sources of information for making a documentary?

Q.6 Write down salient features of "Law of Defamation and Contempt of Court Ordinance 2003".

Q.7 Social media is often accuses of corrupting the social and cultural value of Pakistani society. Write your opinion in an argumentative way.

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SUBJECT: MASS COMMUNICATION PAPER - II

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE: Attempt any FIVE questions. Attempt in Urdu OR English language. All questions carry equal marks.

How will you explain the physical and psychological barriers which tend to vitiate the quality and effectiveness of Communication?

Explain the characteristics which written Communication must process.

It is said that "Human body is the main transmitter of Communication". A detailed answer is needed.

Explain the most common Propaganda techniques introduced in 1937. Please also mention the name of four other techniques Alfered Mecling Lee added in 1945.

Advertising is an essential feature of free economy and the cheapest method for Communication of manufacturer's message to consumer. Do you agree? If yes how, if not why?

What is the role of Public Relations Officer in Government Departments? Explain and give suggestions for the improvement.

Write short notes on:

Development Communication

Opinion Leader

Importance of message

Me you have always known, the Me that's a stranger still.