

PUNJAB PUBLIC SERVICE

COMBINED COMPETITIVE EXAMINATION FOR RECRUITMENT TO THE POSTS OF PROVINCIAL MANAGEMENT SERVICE, ETC - 2016

SUBJECT: MASS COMMUNICATION (PAPER-I)

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE: Attempt FIVE Questions in All. Attempt in Urdu or English.

Q No. 1: Write a note on the future of magazine industry and opinion pages in the age of Urdu blogosphere and online magazines.
(20 Marks)

Q No. 2: Write a detailed note on the duties and challenges faced by the editors in the newspaper industry of Pakistan.
(20 Marks)

Q No. 3: Press freedom demands social responsibility from the journalists. Discuss in detail the concept of social responsibility which ensures media freedom and continuity in the society.
(20 Marks)

Q No. 4: Write a comparative note on the newspapers which were working under the editorship of Maulana Zafar Ali Khan and Maulana Muhammad Ali Johar.
(20 Marks)

Q No. 5: Do you think that radio is still an important and effective medium of mass communication? Discuss in detail the future of FM, Medium Wave and Short Wave radio in the internet age?
(20 Marks)

Q No. 6: Do you agree that mass media can play a significant role in reaping maximum social and economic benefits from projects like China Pakistan Economic Corridor (CEPC)? Comment.
(20 Marks)

Q No. 7: Review "Gate Keeping Theory" by Kurt Lewin and discuss the role of reporter, sub editor, news editor and an editor as a Gate Keeper?
(20 Marks)

Q No. 8: Write short notes on any two of the following:-
(20 Marks)

- i. Yellow Press
- ii. Graffiti
- iii. Media as the Fourth Pillar of Government

(10+10 Marks)