

MASS COMMUNICATION (OPTIONAL) PAPER -I

TIME ALLOWED: THREE HOURS MAXIMUM MARKS: 100

NOTE: (i) Attempt in English or Urdu.
(ii) Attempt any five questions.

- Q.1 We use language for different purposes. In this regard, even our own Urdu language has different types for serving different purposes. For example there is daily use language, literary language, academic language, scientific language and journalistic language. These different types of language have different characteristics. Please explain how journalistic language is different than other types of a language. 20
- Q.2 Sub-Editor of a newspaper is called backbone of the organization and also butcher of journalism. He is also considered gatekeeper in his profession. What title suits him best and why? 20
- Q.3 Awareness of the news values and practice of news selection, structuring and headline writing gives us news sense and real awareness of comparative importance of the events occurring around us and become a strong base for one's personal development also. How would you comment on it? 20
- Q.4 It is general feeling that during the last phase of Gen. Musharraf's regime and in present regime media and especially electronic media has played very important role in bringing justice and democracy in our society, but people also see many negative things in media's role. What is your opinion? Please explain in detail. 20
- Q.5 Media people feel that they are free to collect information, edit and present it and comment on it the way they like, and no one has right to dictate them about their job. But we know that like other professions journalism has also bright traditions and norms which the journalists are proud of. They have also code of ethics of their profession. If media people are doing many things wrong, then, in the given situation, how can we put them on the right track? 20
- Q.6 Pakistani newspapers have faced many severe problems throughout the country's history. They have seen tyrant rules and dictator's regimes but they have been successful in playing their role for the freedom of expression and for the restoration of democracy. They have survived even in very odd financial positions. They have won freedom for themselves after a long struggle. How would you comment on their historic struggle? 20
- Q.7 Maulana Zafar Ali Khan fought the war of freedom through his journalism and Sir Syed Ahmed Khan created awareness among the Muslims of the sub-continent. They had different styles but both of them served the cause of the Muslims. Give details of their work and explain how did they do it? 20