



**FEDERAL PUBLIC SERVICE COMMISSION**  
**COMPETITIVE EXAMINATION FOR**  
**RECRUITMENT TO POSTS IN BS-17**  
**UNDER THE FEDERAL GOVERNMENT, 2015**

Roll Number

**JOURNALISM**

<b>TIME ALLOWED: THREE HOURS</b>	<b>PART-I (MCQS)</b>	<b>MAXIMUM MARKS = 20</b>
<b>PART-I(MCQS): MAXIMUM 30 MINUTES</b>	<b>PART-II</b>	<b>MAXIMUM MARKS = 80</b>
<b>NOTE: (i) Part-II is to be attempted on the separate Answer Book.</b>		
<b>(ii) Attempt ONLY FOUR questions from PART-II, selecting TWO questions from EACH SECTION. ALL questions carry EQUAL marks.</b>		
<b>(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.</b>		
<b>(iv) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.</b>		
<b>(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.</b>		
<b>(vi) Extra attempt of any question or any part of the attempted question will not be considered.</b>		

**PART-II**  
**SECTION-I**

- Q. No. 2.** Discuss the need and importance of Journalistic interview. Also provide a List of 12 hypothetical questions that you might ask a Finance Minister of Pakistan on current economic conditions. Pay particular attention to the order of questions and other techniques **(20)**
- Q. No. 3.** Write an essay on the freedom of media and social responsibility. Do you think Pakistani media are being socially responsible for its functioning? Explain with arguments. **(20)**
- Q. No. 4.** The hypodermic needle theory of mass media is no more working as it is based on vertical communication. The alternative media communication approach is fulfilling people's social and psychological needs gratification. Discuss both the approaches with examples from Pakistani perspective.
- Q. No. 5.** Write short notes on the following: **(20)**
- (a) Defamation
  - (b) Copy Right Act
  - (c) Media Ethics
  - (d) Free flow of information

**SECTION-II**

- Q. No. 6.** Critically discuss the impact of Media technology on our society. Explain with arguments and examples. **(20)**
- Q. No. 7.** What is Propaganda? How is it different from Persuasion? Explain Propaganda devices with examples from Pakistani settings. **(20)**
- Q. No. 8.** Discuss a critical appraisal of the ethical issues in Pakistani media. What suggestions do you have for acceptable media ethics for Pakistani media? **(20)**

\*\*\*\*\*