

PUNJAB PUBLIC SERVICE COMMISSION

**COMBINED COMPETITIVE EXAMINATION
FOR RECRUITMENT TO THE POSTS OF
PROVINCIAL MANAGEMENT SERVICE -2020**

SUBJECT: MASS COMMUNICATION (PAPER-I)

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE:

- All the parts (if any) of each Question must be attempted at one place instead of at different places.
- Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.
- No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- Extra attempt of any question or any part of the question will not be considered.

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

- Q. No. 1** Do you think Pakistani media played a responsible role regarding the coverage of corona virus? Analyze the technical and journalistic standards of the coverage of corona virus by Pakistani media. **(20 Marks)**
- Q. No. 2** A 'theatre of mind' can be created using sound only. Critically evaluate the role of FM radio in urban and rural areas of Pakistan. Why radio transmission needs to be different in urban and rural areas of Pakistan in terms of content, language and expression. **(20 Marks)**
- Q. No. 3** Editorial reflects the newspaper ideology and is considered the mouthpiece of the newspaper. Highlight the differences among editorial, feature, and column for their objectives, content, treatment, expression, and format. **(20 Marks)**
- Q. No. 4** What survival strategies are being followed by newspapers in Pakistan to combat the threat of extinction posed by internet and social media sites? Discuss. **(20 Marks)**
- Q. No. 5** Discuss the extremely distorted portrayal of Pakistani socio-cultural values in television advertisements and also suggest available statutory and non- statutory options for effectively regulating TV advertising in our country. **(20 Marks)**
- Q. No. 6** The sub- editor, like the captain of a ship, plays a key role in ensuring good quality copy and style of a newspaper. Discuss necessary qualifications and characteristics of an ideal sub- editor which enable him to competently dispense with his functions and responsibilities. **(20 Marks)**
- Q. No. 7** Describe the different production phases, from the initial idea to the final release print, of a television documentary film. Also briefly discuss future of the medium of documentary films in Pakistan. **(20 Marks)**
- Q. No. 8** **Write short notes on any TWO of the following:** **(2x10=20 Marks)**
- PEMRA
 - Press code of ethics
 - Libel and Defamation