



PUNJAB PUBLIC SERVICE COMMISSION

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

SUBJECT: MASS COMMUNICATION (PAPER-II)

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** Why most of the Television morning shows are not compatible with cultural values of Pakistan? Give suggestions for improving their content by examining the various ethical issues involved in morning shows. Explain your arguments with different examples.
(20 Marks)
- Q. No. 2** Define Development communication and development support communication? Also discuss a case study of development communication that contributed in the development of any sector of Pakistan.
(20 Marks)
- Q. No. 3** Explain the complex process of communication with reference to Shannon and Weaver Model of Communication in detail.
(20 Marks)
- Q. No. 4** Political polarization of Pakistani news anchors disturbs the credibility of news and views of current affair talk shows in Pakistan. Enumerate reasons for this rapidly increasing trend. Write down your answer with different examples.
(20 Marks)
- Q. No. 5** What do you know about communication and effective communication? Also explain that why language is the best and a worse means of communication?
(20 Marks)
- Q. No. 6** Who introduced 'Two Step Flow of Communication' theory and what was the purpose? Write a comprehensive note on the theory. Also explain the role of opinion leader.
(20 Marks)
- Q. No. 7** Pakistani media is playing a significant role in creating awareness on development issues of the country among the general public. Write a detailed answer in favor of the statement and explain with examples.
(20 Marks)
- Q.No.8 Write short notes on the following: (4x5=20 Marks)**
- Difference between Advertising and Publicity
 - Qualities of Opinion Leader
 - Define Propaganda
 - Encoding and decoding of the message