



**PUNJAB PUBLIC SERVICE COMMISSION**  
**COMBINED COMPETITIVE EXAMINATION**  
**FOR RECRUITMENT TO THE POSTS OF**  
**PROVINCIAL MANAGEMENT SERVICE, ETC -2021**  
**CASE NO. 3C2022**

**SUBJECT: MASS COMMUNICATION (PAPER-I)**

**TIME ALLOWED: THREE HOURS**

**MAXIMUM MARKS: 100**

**NOTE:**

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

**NOTE:**

**Attempt any FIVE Questions in all. Attempt in Urdu or English.**

**Q.No.1**

Write a comprehensive note on Pakistan Electronic Media Regulatory Authority (PEMRA). What does PEMRA's code of conduct instruct to television channels about entertainment contents i.e. drama, advertisements etc.? (20 Marks)

**Q No.2**

How is Editorial different from Feature? Explain the structure, objectives and layout of both journalistic writings. (20 Marks)

**Q.No.3**

Maulana Zafar Ali Khan's journalistic contributions flourished in the Muslim press. Highlight Maulana's journalistic contributions and evaluate the role of 'Zamindar' in this regard. (20 Marks)

**Q.No.4**

Critically analyze the role of current affairs based talk shows being telecast on Pakistani television channels. Also discourse if, in your opinion, these shows promote social and political awareness amongst youth or not? (20 Marks)

**Q.No.5**

Explain the organizational structure of a National Newspaper. Describe the functions of different section heads. (20 Marks)

**Q.No.6**

What is a documentary? Write in detail about different styles/modes of TV documentary. (20 Marks)

**Q.No.7**

What are the common ethical violations committed by Pakistani electronic and print media? In this age of increased media competition, what measures can be taken to observe ethics while meeting the challenges of deadlines in electronic and print media. (20 Marks)

**Q.No.8**

What is the difference between disinformation and misinformation? What are the reasons of increasing trends of misinformation, disinformation, and fake news? Suggest measures to curb this hike on digital media as well as traditional media. (20 Marks)