



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-II)

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

Explain the process of communication from the perspective of Laswell Model and Shannon and Weaver Model of communication. **(20 Marks)**

Q.No.2

Opinion leaders play a significant role in a society. Elaborate your answer with the help of "Two Step Flow of Communication" model. **(20 Marks)**

Q.No.3

Critically discuss the difference between Development Communication (DC) and Development Support Communication (DSC)? Moreover, do you think Pakistani media use these strategies in its informational and entertainment content for creating awareness in the society? Explain with examples. **(20 Marks)**

Q.No.4

Define public relations. What are some of the media tools used for public relations? **(20 Marks)**

Q.No.5

Media is considered as mirror of the society. Do you think these days Pakistani media project Pakistani culture in its entertainment content or the influence of foreign media is more evident? **(20 Marks)**

Q.No.6

What is journalism and development journalism? Do you agree that journalism is playing a significant role in the development of Pakistan? Discuss with examples. **(20 Marks)**

Q.No.7

How can the right of access to information bring transparency in the functioning of Government and its organizations? Does this reconcile with the right to privacy of individuals. **(20 Marks)**

Q.No.8

Write short notes the following: (4X5=20 Marks)

- a) Advertising as the lifeblood of media
- b) Difference between Publicity and Public Relations
- c) Difference between Internal Public and External Public
- d) Importance of research in producing, a very good advertisement