



JOURNALISM & MASS COMMUNICATION

TIME ALLOWED: THREE HOURS	(PART-I MCQs)	MAXIMUM MARKS: 20
PART-I (MCQs) : MAXIMUM 30 MINUTES	(PART-II)	MAXIMUM MARKS: 80
NOTE: (i) First attempt PART-I (MCQs) on separate OMR Answer Sheet which shall be taken back after 30 minutes. (ii) Overwriting/cutting of the options/answers will not be given credit. (iii) There is no negative marking. All MCQs must be attempted.		

PART-I (MCQs)(COMPULSORY)

Q.1. (i) Select the best option/answer and fill in the appropriate Box ☐ on the OMR Answer Sheet.(20x1=20)
(ii) Answers given anywhere else, other than OMR Answer Sheet, will not be considered.

- Which one of the following is an example of microblogging platform?**
 (A) Facebook (B) Instagram (C) Both (A) & (B) (D) None of these
- Which theory proposes that media may not tell us what to think, but what to think about?**
 (A) Two-step flow theory (B) Cultivation theory (C) Agenda-setting theory (D) None of these
- In the digital age, the concept of gatekeeping is:**
 (A) Challenged by the democratization of information (B) More important than ever
 (C) Irrelevant (D) None of these
- Which of the following is NOT one of the five filters in the Propaganda Model?**
 (A) Ownership of the media (B) Advertising as the primary income source
 (C) Gatekeeping by social social media influencers (D) None of these
- Which of the following is best suitable approach for development communication campaign in rural area?**
 (A) Participatory approach (B) Social marketing approach (C) Isolation approach (D) None of these
- _____ model of communication focuses on “who says what to whom in what channel with what effect”?**
 (A) Shannon-Weaver (B) Schramm (C) Lasswell (D) None of these
- A news channel’s repeated coverage of economic recession may lead audiences to view the economy as the most pressing issue. This illustrates:**
 (A) Spiral of Silence (B) Agenda-Setting (C) Priming (D) Mean World Syndrome
- Spiral of Silence was introduced by:**
 (A) Noam Chomsky (B) Francis Fukuyama (C) Edward Said (D) None of these
- The concept of “objectivity” in journalism means:**
 (A) Giving opinions boldly (B) Avoiding sources
 (C) Presenting facts fairly without personal bias (D) None of these
- According to the Cultivation Theory, prolonged exposure to media, particularly television, can lead to:**
 (A) Increased critical thinking skills.
 (B) An altered perception of reality, often exaggerating certain social realities.
 (C) Enhanced social interaction among viewers. (D) None of these
- The Shannon-Weaver Model of communication is also known as:**
 (A) Transactional Model (B) Linear Model (C) Feedback Model (D) None of these
- _____ suggests that audiences are active participants who select media to fulfil specific needs?**
 (A) Cultivation Theory (B) Agenda-Setting Theory
 (C) Uses and Gratifications Theory (D) None of these
- Which law in Pakistan deals with digital rights and cybercrime?**
 (A) PECA Act, 2016 (B) Defamation Ordinance (C) PEMRA Act (D) None of these
- Which theory suggests that heavy television viewers develop a distorted view of reality, based on the media's portrayal?**
 (A) Uses and Gratifications Theory (B) Two-Step Flow Theory
 (C) Cultivation Theory (D) None of these
- Citizen journalism is the practice of:**
 (A) Inviting readers and viewers to participate in the creation of news content
 (B) Publishing only those stories that are of interest to politically active citizens
 (C) Preparing stories that will help citizens vote in elections (D) None of these

16. **Communicating within oneself is known as?**
 (A) Transpersonal communication (B) Interpersonal communication
 (C) Internal communication (D) None of these
17. **The concept of Cultural Globalization in international communication refers to:**
 (A) The homogenization of global culture (B) The spread of cultural diversity across borders
 (C) The resistance of local cultures to global influences (D) None of these
18. **The term “Media Hegemony” is most closely related to:**
 (A) The monopoly of media ownership (B) The dominant ideology in media content
 (C) The influence of digital media on traditional media (D) None of these
19. **Which of the following best describes Behavior Change Communication (BCC)?**
 (A) Top-down dissemination of information
 (B) Participatory process that encourages dialogue and change
 (C) Strict regulation of media content (D) None of these
20. **Which model of development communication emphasizes the active participation of communities in the communication process?**
 (A) Participatory Model (B) Diffusion of Innovations (C) Modernization Model (D) None of these

PART – II

- NOTE: (i)** Part-II is to be attempted on the separate **Answer Book**.
- (ii)** Attempt **ONLY FOUR** questions from **PART-II**. **ALL** questions carry **EQUAL** marks.
- (iii)** All the parts (if any) of each Question must be attempted at one place instead of at different places.
- (iv)** Write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.
- (v)** No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- (vi)** Extra attempt of any question or any part of the question will not be considered.

- Q. No. 2.** How have media laws in Pakistan evolved historically. In what ways have they influenced freedom of expression and press control across different political regimes? **(20)**
- Q. No. 3.** Political polarization among Pakistani news anchors has increasingly undermined the credibility of news and views presented in current affairs talk shows. Enumerate the reasons behind this growing trend. Illustrate your answer with relevant examples. **(20)**
- Q. No. 4.** Select any two normative theories of the Press and discuss them in their historical context. How did these theories reflect the political and ideological conditions of the mid-20th century? What criticisms have been raised about their applicability to the media systems? **(20)**
- Q. No. 5.** What ethical challenges do journalists face in the digital age? How do these challenges affect credibility and responsibility of journalism in Pakistan? **(20)**
- Q. No. 6.** Define Public Relations and discuss its role in shaping organizational image and stakeholder relationships. Illustrate your answer with examples from corporate and governmental contexts. **(20)**
- Q. No. 7.** Explain Everett Rogers’ Diffusion of Innovation Theory. How do the categories of adopters illustrate the spread of new ideas or technologies? Elaborate the factors which influence the success or failure of innovations in society. **(20)**
- Q. No. 8.** Write notes on any TWO of the following: **(10 each) (20)**
- (a) PR as a tool for governance
 - (b) McBride Commission and its recommendations
 - (c) PEMRA: Establishment, development and operational mechanisms
