



CSS Past Paper

# Journalism & Mass Communication

(2021)

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**FEDERAL PUBLIC SERVICE COMMISSION**  
**COMPETITIVE EXAMINATION-2021**  
**FOR RECRUITMENT TO POSTS IN BS-17**  
**UNDER THE FEDERAL GOVERNMENT**

**Roll Number**

**JOURNALISM & MASS COMMUNICATION**

<b>TIME ALLOWED: THREE HOURS</b>	<b>PART-I (MCQS)</b>	<b>MAXIMUM MARKS = 20</b>
<b>PART-I(MCQS): MAXIMUM 30 MINUTES</b>	<b>PART-II</b>	<b>MAXIMUM MARKS = 80</b>
<b>NOTE: (i) Part-II is to be attempted on the separate Answer Book.</b>		
<b>(ii) Attempt ONLY FOUR questions from PART-II. ALL questions carry EQUAL marks.</b>		
<b>(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.</b>		
<b>(iv) Write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.</b>		
<b>(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.</b>		
<b>(vi) Extra attempt of any question or any part of the question will not be considered.</b>		

**PART – II**

- Q. No. 2.** Is communication the process of creating shared meaning? Explain in detail. **(20)**
- Q. No. 3.** Describe the traditional model of adoption and diffusion of innovations. Explain how the qualities of innovations affect the adoption process. **(20)**
- Q. No. 4.** Unequal information flow causes cultural imperialism and diminishes national sovereignty. Comment. **(20)**
- Q. No. 5.** Describe the role of Muslim press in creation of Pakistan. **(20)**
- Q. No. 6.** Is the assumption that “newspapers are unbiased and objective and that the public relations professionals are not” valid? Why or why not? **(20)**
- Q. No. 7.** Has our media failed to develop a code of ethics as an institution? Comment. **(20)**
- Q. No. 8.** Write notes on any two of the following: **(10 each) (20)**
- (a)** Glocalisation
  - (b)** Libel and defamation
  - (c)** Social media as a news service

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