

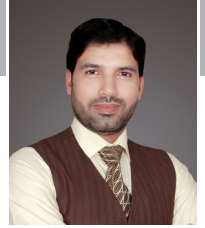
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- 1 In England the last capital punishment was awarded to a publisher in _____.
 - ✓ 1663
 - ☐ 1668
 - ☐ 1670
 - ☐ 1685
- 2 In _____ the first newspaper was published in United India.
 - ✓ 1780
 - ☐ 1783
 - ☐ 1785
 - ☐ 1789
- 3 In 1822 a magazine named _____ published for the first time in Urdu language in United India.
 - ✓ Jam-E-Jahanuma
 - ☐ Inqalab
 - ☐ Lail-O-Nahar
 - ☐ Azadi
- 4 The Press Act was forced in India by the British rulers in _____.
 - ☐ 1820
 - ☐ 1821
 - ✓ 1823
 - ☐ 1821
- 5 In 1858 _____ was awarded Death Sentence because his paper Sadiq-UI- Akhbar played a pivotal role in provoking people against British rule.
 - ☐ Maulana Suleman Nadvi
 - ☐ Sir Syed Ahmed Khan
 - ✓ Molvi M. Baqar
 - ☐ Maulana Hasrat Mohani
- 6 Zimindar was owned by _____.
 - ✓ Maulana Zafar Ali
 - ☐ Maulana M. Ali Johar
 - ☐ Maulana Hasrat Mohani
- 7 Jang for the first time was published from _____.
 - ☐ Lahore
 - ☐ Bengal
 - ☐ Karachi
 - ✓ Delhi



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- 8 Progressive Papers Ltd. was owned by_____.
- ☒ Faiz Ahmed Faiz
 - ☒ Mian Ikram-Ud-Din
 - ✓ Mian Iftihar-Ud-Din
 - ☒ Nasim Hijazi
- 9 In 1953 'Kohistan' was published by a famous novel writer-----
- ☒ Amjad Islam Amjad
 - ✓ Nasim Hijazi in rawalpindi
 - ☒ Imtiaz Taj
 - ☒ Ashgar Nadeem Syed
- 10 Pakistan Observer was printed after independence for the first time from
- ✓ Bengal
 - ☒ Lahore
 - ☒ Karachi
 - ☒ Peshawar
- 11 Which of the following Radio Station was built in 1927.
- ✓ Peshawar
 - ☒ Rawalpindi
 - ☒ Lahore
 - ☒ Multan
- 12 Bengal was conquered by East India Company in
- ☒ 1657
 - ☒ 1675
 - ✓ 1757
 - ☒ 1767
- 13 In General Ayub Khan's era which of the following media was used as a mouth piece of the government.
- ☒ Radio
 - ☒ Television
 - ☒ Newspaper
 - ✓ All of the given Options
- 14 Which of the following media was used by Sir Syed Ahmed Khan for the reformation of Muslims of sub continent?
- ✓ Print Media
 - ☒ Electronic Media
 - ☒ Online Media
 - ☒ All of the given Options



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15 When Mass Media emerged, which place was considered to be its first platform?

- ☒ Town Halls
- ✓ Religious Places
- ☒ Shopping Malls
- ☒ Assembly Halls

16 When the Radio Station of Peshawar was built?

- ☒ 1920
- ☒ 1925
- ✓ 1927
- ☒ 1930

17 Which of the following paper was not published by Progressive Papers Ltd?

- ☒ Imroz
- ☒ Lail o Nehar
- ☒ Pakistan Times
- ✓ Kohistan

18 After the ban on political news in ayub Khan's era, the topics of newspapers were shifted to

- ✓ Social Life
- ☒ Indian Culture
- ☒ Western Life
- ☒ Industrial Life

19 Which punishment was imposed by the European rulers for the persons being involved in Mass Media at the start of Print Media?

- ☒ Their assets will be captured
- ☒ They will be exile from the country
- ☒ They will be imprisoned for the rest of their lives
- ✓ Capital Punishment will be given to them.

20 Abdullah Malik, Faiz Ahmed Faiz, and Chragh Hassan Hasrat were associated with which one of the following newspapers?

- ✓ Imroze
- ☒ Jang
- ☒ Kohistan
- ☒ Lail-O-Nehar

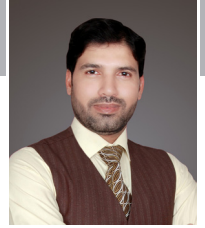
21 From which city Kohistan started its publications?

- ☒ Lahore
- ☒ Karachi
- ✓ Rawalpindi
- ☒ Peshawar



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- 22 Which newspaper showed neutral or impartial behavior in the 1970 elections?
- ☒ Massawat
 - ☐ Azad
 - ☐ Kohistan
 - ☐ Jasarat
- 23 In sub Continent, East India Company started publishing its papers in which language?
- ☒ English
 - ☐ Hindi
 - ☐ Urdu
 - ☐ French
- 24 Which date was announced by General Yahya for the elections?
- ☐ May 1969
 - ☐ Dec 1969
 - ☐ May 1970
 - ☒ Dec 1970
- 25 Imroz published an article on the problems of women. What was its title?
- ☐ Aurat
 - ☐ Khawateen aur un kay masail
 - ☒ Khatoon ki Nazar Main
 - ☐ Wajod e zan
- 26 _____ was the only air line to bridge up the gap of two wings of Pakistan.
- ☐ British airlines
 - ☒ PIA
 - ☐ Aero Asia
 - ☐ Indian air lines
- 27 Maulana Abdul Majeed Salik published a paper _____ that represented Uninest party in Punjab.
- ☐ Zimindar
 - ☒ Inqalab
 - ☐ Manshoor
 - ☐ Aaj Kal
- 28 When Englishmen took control of the entire India?
- ☐ March 1857
 - ☐ Feb 1857
 - ☒ Oct 1857
 - ☐ Sep 1857



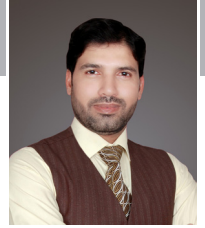
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- 29 The communication hindered between East Pakistan and West Pakistan due to
- ✓ Language Barrier
 - ☐ Distance
 - ☐ Political Parties
 - ☐ Print Media
- 30 Sadiq-ul-Akhbar was owned by which of the following?
- ☐ Sir Syed Ahmed Khan
 - ☐ Hasrat Mohani
 - ✓ Molvi M Baqar
 - ☐ Moulana Mohammad Ali Johar
- 31 Most of the newspapers that were in Delhi prior to independence were shifted to
- ✓ Karachi
 - ☐ Lahore
 - ☐ Islamabad
 - ☐ Rawalpindi
- 32 In which of the following years, Press Act came to support the Urdu Press?
- ✓ 1823
 - ☐ 1825
 - ☐ 1827
 - ☐ 1829
- 33 Tashqand agreement was signed in January -----
- ☐ 1960
 - ☐ 1964
 - ✓ 1966
 - ☐ 1970
- 34 In sub-continent_____ newspaper was very popular
- ✓ Paisa
 - ☐ Rupaya
 - ☐ Tikka
 - ☐ Money
- 35 Who that Pakistan would also acquire nuclear technology?
- ☐ Yahya khan
 - ☐ Nawaz Sharif
 - ☐ Zia-ul-haq
 - ✓ Z.A. Bhutto



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- 36 In 1998 a conflict was established between Muhammad Nawaz Sharif and _____ group
- ✓ Jang
 - ☒ Nawa I waqt
 - ☒ The nation
 - ☒ The post
- 37 Every reporter in a newspaper has a special
- ☒ Skill
 - ☒ Page
 - ☒ Event
 - ✓ Beat
- 38 How many signatories signed a memorandum for the restoration of democracy in 1983
- ☒ 39
 - ☒ 44
 - ☒ 52
 - ✓ 59
- 39 Which of the following could be a source for getting news
- ☒ News Agencies
 - ☒ Radio
 - ☒ Television
 - ✓ All of the given
- 40 Pakistan has _____ political system
- ☒ Unicameral
 - ✓ Bicameral
 - ☒ Presidential
 - ☒ Multi cameral
- 41 In general Zia s are Pakistani papers started to their that _____ is a sensitive issue so they do not to touch such issue in the editorial and articles
- ☒ Politics
 - ☒ War
 - ✓ Religion
 - ☒ Culture
- 42 Which Asian country USA chose to use for attacking Afghanistan
- ☒ Iran
 - ✓ Pakistan
 - ☒ Bangladesh
 - ☒ Russia



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- 43 Yellow journalism was started with the trend of _____
- ☒ Daily newspaper
 - ☒ Weekly newspaper
 - ☒ Monthly newspaper
 - ✓ Evening newspaper
- 44 Who had enforced 3rd martial law in the history of Pakistan?
- ✓ Gen Zia-ul-Haq
 - ☒ Gen Yahya Khan
 - ☒ Gen Ayub Khan
 - ☒ Gen Parvaiz Musharraf
- 45 Pakistan tested nuclear devices
- ☒ 23rd March
 - ✓ 28th May
 - ☒ 14 August
 - ☒ 6th September
- 46 In Muslims countries mass media is not as free as it seen in Pakistan and _____
- ☒ Saudi Arabic
 - ☒ Iran
 - ☒ Syria
 - ✓ Turkey
- 47 Which of the following was the major event in the era of 1979?
- ✓ Iranian revolution
 - ☒ Pakistan/India war
 - ☒ World war II
 - ☒ Russian Crisi
- 48 Generally for the information we rely on _____ media
- ☒ National
 - ✓ Western
 - ☒ Eastern
 - ☒ Indian
- 49 The decision of government to support US after 9/11 cost a lot for Pakistan because a fresh wave of terrorism was seen across the country
- ✓ Musharraf
 - ☒ Nawaz
 - ☒ PPP
 - ☒ PMLQ



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- 50 How many demands were given by General Zia ul Haq to perform a basic role in Afghanistan
- ☒ Two
 - ✓ Three
 - ☒ Five
 - ☒ Eight
- 51 When did Press and Publications Ordinance was formed?
- ☒ 1958
 - ✓ 1961
 - ☒ 1963
 - ☒ 1965
- 52 When did CPNE come into existence?
- ☒ In 1950
 - ☒ In 1953
 - ☒ In 1955
 - ✓ In 1957
- 53 What did UNESCO suggested for the development of underdeveloped and developing countries?
- ☒ Use of newspaper for development purpose
 - ✓ Use of radio for the development purpose
 - ☒ Use of TV for the entertainment purpose
 - ☒ Use of internet for development
- 54 How many newspapers and magazines were closed by martial law court in General Zia ul Haq's regime?
- ☒ 10
 - ☒ 15
 - ✓ 18
 - ☒ 50
- 55 Which Newspaper presented Pakistan Peoples' Party in 1969-1970 elections?
- ☒ Awaz
 - ✓ Musawat
 - ☒ Jasarat
 - ☒ Kohistan
- 56 In 1960, Magazines were replaced by-----.
- ☒ Newsletters
 - ☒ Research articles
 - ✓ Digests
 - ☒ Add magazines



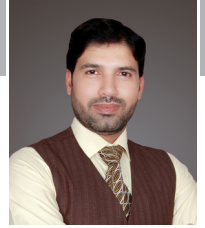
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- 57 Local Bodies elections were held in _____ by the Gen Zia government.
- ☒ 1984
 - ✓ 1985
 - ☒ 1986
 - ☒ 1987
- 58 Government does not give advertisements to ----- newspapers.
- ☒ Pro government
 - ✓ Anti government
 - ☒ Local newspaper
 - ☒ All of the given options
- 59 Zulfikar Ali Bhutto signed _____ agreement with the Indian Government.
- ✓ Shimla
 - ☒ Lahore
 - ☒ Calcutta
 - ☒ Delhi
- 60 According to the Press Act, the declaration was submitted to whom?
- ✓ Deputy Commissioner
 - ☒ Assistant Commissioner
 - ☒ Information Minister
 - ☒ Chairman of National Press Trust
- 61 The right to refuse the declaration was given to the Deputy Commissioner in which of the following options?
- ✓ Ayub Khan's Era
 - ☒ General Yahya's Era
 - ☒ Bhutto's Era
 - ☒ General Musharraf's Era
- 62 The first news agency of Pakistan was _____.
- ☒ United Press of Pakistan
 - ☒ United Press of Pakistan
 - ✓ Pakistan Press International
 - ☒ Press trust of Pakistan
- 63 _____ took the place of literary magazines.
- ☒ Religious magazines
 - ☒ Fashion magazines
 - ✓ Digest magazines
 - ☒ Political magazines



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- 64 Which of the given is a state owned News agency?
- ☒ APP
 - ☒ PPI
 - ☒ UPP
 - ✓ All of the given options
- 65 All of the following newspapers were taken under the control of NPT Except:
- ☒ Lail o Nihar
 - ☒ Daily Mashriq
 - ✓ Dawn
 - ☒ Hilal-e-Pakistan
- 66 Who abrogated the first constitution of Pakistan?
- ✓ Sikander Mirza
 - ☒ General Ayub Khan
 - ☒ Mohammed Khan Junejo
 - ☒ Ghulam Ishaq Khan
- 67 _____ are considered as the most popular periodicals worldwide.
- ☒ Literary magazines
 - ☒ Religious magazines
 - ✓ Film magazines
 - ☒ Political magazines
- 68 United Press of Pakistan came into existence in December_____.
- ☒ 1947
 - ☒ 1948
 - ✓ 1949
 - ☒ 1950
- 69 Which of the following act was imposed in 1919?
- ✓ Police Act
 - ☒ Gagging Act
 - ☒ Rowlett Act
 - ☒ None of these
- 70 All of the following magazines have vanished after 1960s Except:
- ☒ Sawera
 - ☒ Naqash
 - ✓ Tahleeq
 - ☒ Naya Daur



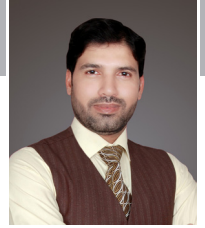
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- 71 Major contribution of periodicals in the history of Pakistan had been in the area of _____.
- ☒ Politics
 - ☒ Literature
 - ☒ Freedom
 - ☒ Religion
- 72 Which of the following factor can bring a change in the culture of a society?
- ☒ Ecology
 - ☒ Politics
 - ☒ Religion
 - ☒ All of the given options
- 73 The first television advertisement was broadcast in the _____.
- ☒ United States
 - ☒ United Kingdom
 - ☒ France
 - ☒ Germany
- 74 Which of the following university's lectures ETV used to broadcast?
- ☒ Quaid e Azam University
 - ☒ Allama Iqbal Open University
 - ☒ International Islamic University
 - ☒ Punjab University
- 75 In case of Israel-Palestine Conflict, _____ had been very openly supporting Israel by all means in all its actions.
- ☒ USA
 - ☒ Saudi Arabia
 - ☒ Russia
 - ☒ Pakistan
- 76 Under the agreed trade policy between India and Pakistan, exchange was taking place on the standard that our _____ class movie was exchanged with their B or C class film.
- ☒ A
 - ☒ B
 - ☒ C
 - ☒ D
- 77 Which of the following programme of PTV competed with Indian cinema?
- ☒ PTV movies
 - ☒ PTV dramas
 - ☒ PTV current affair programmes
 - ☒ Entertainment shows



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- 78 All of the following are the basic segments of a newspaper EXCEPT:
- ☒ Editorial
 - ☒ News
 - ✓ Columns
 - ☒ Advertising
- 79 In the inner political scenario of 1979, General Zia ul Haq was trying to the country.
- ☒ Modernize
 - ✓ Islamize
 - ☒ Communize
 - ☒ Communize
- 80 mass media on International Islamic Character is very sensitive and example can be quoted of Khilafat Movement.
- ☒ Indian
 - ☒ Western
 - ✓ Pakistani
 - ☒ Muslim
- 81 Muslim countries in the session of OIC in 1974, also decided to establish a news agency named
- ✓ Islamic International News Agency (IINA)
 - ☒ International Islamic News Agency
 - ☒ All Islamic News Agency
 - ☒ Islamic World News Agency
- 82 PNA included Pakistani political parties.
- ☒ 6
 - ☒ 7
 - ✓ 8
 - ☒ 10
- 83 Which newspaper highlighted the child labor issue in Pakistan?
- ☒ English
 - ✓ Urdu
 - ☒ Sindhi
 - ☒ Pashto
- 84 Which of the following newspapers have not much area of influence?
- ✓ Local newspapers
 - ☒ National newspapers
 - ☒ International newspapers
 - ☒ All of the given options

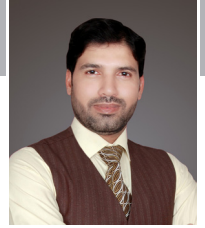


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- 85 How many members of Islamic countries have participated in second Islamic conference?
- ☐ 36
 - ☐ 38
 - ☒ 40
 - ☐ 56
- 86 In all Russian forces were withdrawn from Afghanistan
- ☐ 1985
 - ☐ 1986
 - ☐ 1988
 - ☒ 1989
- 11 Which party got victory in East Pakistan In 1970 elections?
- ☒ PPP
- 12 When did Delhi fall occur?
- ☒ Oct 1857
- 13 When photo journalism was started in Pakistan?
- ☒ 1953
- 14 Which language was the only source of communication between the two wings of Pakistan before 1971?
- ☒ English
- 15 The brave stance "Militant Journalism" had been given in the history to which medium in Sub-continent?
- ☒ Print media



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- 1 Who converted Jame Jahan Numa into persian newspaper?
 - ✓ Munshi Sada Sukh
 - ☐ Sir Syed ahmed Khan
 - ☐ Moulana Mohammad Ali Johar
 - ☐ Munshi Naik Chand

- 2 are considered as the most popular periodicals worldwide?
 - ☐ Literary Magazines
 - ☐ Religious Magazines
 - ✓ Film Magazines
 - ☐ Political Magazines

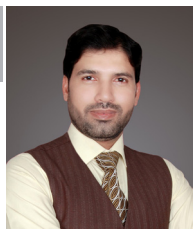
- 3 Which of the following resigned from the central legislature as protest against Rowlett Act?
 - ☐ Mahatma Gandhi
 - ☐ Jawaharlal Nehru
 - ✓ Quaid e Azam
 - ☐ Allama Iqbal

- 4 Major contribution of periodicals in the history of Pakistan had been in the area of _____ ?
 - ☐ Politics
 - ✓ Literature
 - ☐ Freedom
 - ☐ Religion

- 5 United Press of Pakistan came into existence in December _____.
 - ☐ 1947
 - ☐ 1948
 - ✓ 1949
 - ☐ 1950

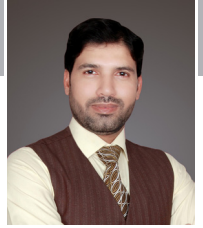
- 6 Among the following, who is the founder of UPP?
 - ✓ Qutubuddin Aziz
 - ☐ Mir Khalil ur Rehman
 - ☐ Mujeeb Nizami
 - ☐ Liaqat Ali Khan

- 7 Which of the following was the news agency of United India?
 - ☐ Associated Press of India
 - ☐ Press Trust of India
 - ☐ Orient
 - ✓ All of the given options



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- 8 _____ took the place of literary magazines.
- ☒ Religious Magazines
 - ☒ Fashion Magazines
 - ✓ Digest Magazines
 - ☒ Political Magazines
- 9 An important aspect of pictorial journalism is _____.
- ☒ Politics
 - ☒ Society
 - ✓ Showbiz
 - ☒ Economics
- 10 Who abrogated the first constitution of Pakistan?
- ✓ Sikander Mirza
 - ☒ General Ayub Khan
 - ☒ Mohammed Khan Junejo
 - ☒ Ghulam Ishaq Khan
- 11 After Pakistan came into being, its leaders decided to be a part of ____ block.
- ☒ Communist
 - ☒ Soviet Union
 - ✓ American
 - ☒ Neutral
- 12 _____ newspaper started offset printing in Pakistan.
- ☒ Jang
 - ☒ Nawa i Waqt
 - ✓ Kohistan
 - ☒ Jasarat
- 13 There is a Chinese saying that a good picture is better than _____ words.
- ☒ One Hundred
 - ✓ One Thousand
 - ☒ One Million
 - ☒ One Million
- 14 _____ have covered the gap of investigating reporting
- ✓ Features
 - ☒ Columns
 - ☒ Articles
 - ☒ Editorial



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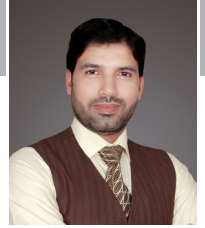
- 15 Khilafat movement was started in _____ ?
- ☐ 1912
 - ☒ 1914
 - ☐ 1916
 - ☐ 1918
- 16 In offset printing photographic plates are used and then it is converted on _____ plates.
- ☐ Sulphite
 - ☒ Aluminium
 - ☐ Phosphorus
 - ☐ Iron
- 17 When did Press and Publication Ordinance was formed?
- ☐ 1958
 - ☒ 1961
 - ☐ 1963
 - ☐ 1965
- 18 National Press Trust was basically _____ body?
- ☐ Media controlled
 - ☐ State controlled
 - ☐ Foreign controlled
 - ☒ An independent
- 19 The first Urdu newspaper Jame Jahan Numa was published in _____?
- ☐ 1800
 - ☐ 1815
 - ☒ 1822
 - ☐ 1830
- 20 Which of the given is a state owned News Agency?
- ☒ APP
 - ☐ PPI
 - ☐ UPP
 - ☐ All of the given options
- 21 Which of the following is not found in literary magazines?
- ☐ Poetry
 - ☐ Critical reviews of different books
 - ☒ News
 - ☐ Short stories



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21 All of the following Newspapers were taken under the control of NPT
Except?

- ☒ Lai o Nihar
- ☒ Daily Mashriq
- ☒ Dawn
- ☒ Hilal-e-Pakistan



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- 1 Who gave the name of first living room war to Vietnam war?
 - ✓ Michael Arlen
 - ☐ Lyndon Johnson
 - ☐ Michael Moore
 - ☐ None of the given options

- 2 In 2003, _____ was started which broadcasts news and other programs in different regional languages of the country.
 - ☐ PTV World
 - ☐ STN
 - ✓ PTV National
 - ☐ PTV Global

- 3 Who introduced the compact audio cassette medium for audio storage in Europe in 1963 and in the United States in 1964, under the trademark named Compact Cassette?
 - ☐ Thomas
 - ☐ Graham Bell
 - ✓ Philips
 - ☐ Mullin

- 4 In 1962, Pakistani film producers protested that our films industry cannot flourish until and unless Indian movies will keep coming here. This movement is remembered as:
 - ✓ Jaal Film Movement
 - ☐ Indian films banned Movement
 - ☐ Revival of cinema Movement
 - ☐ Saving Pakistan film industry Movement

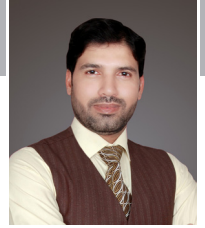
- 5 Which company introduced the first successful microgroove long-playing records in 1948?
 - ☐ Germany Records
 - ☐ Venus Records
 - ☐ Italy Records
 - ✓ Columbia Records

6. The first Indian sound film was?
 - ✓ Alam Ara
 - ☐ Raja Harishchandra
 - ☐ Paheli
 - ☐ Mangal pandey



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- 7 PTV's which channels objective is to provide different local News as well as entertainment in all languages spoken in different parts of the country?
 - ☒ PTV World
 - ☒ PTV Global
 - ✓ PTV National
 - ☒ PTV Bolan
- 8 Which of the following is a rule devised by PEMRA for the evaluation of license applications?
 - ☒ Economic Activity
 - ☒ Technical competence
 - ☒ Financial capability
 - ✓ All of the given options
- 9 Which of the following programme of PTV competed with Indian cinema?
 - ☒ PTV movies
 - ✓ PTV dramas
 - ☒ PTV current affairs programmes
 - ☒ Entertainment shows
- 10 Kinescope is:
 - ☒ An electronic cameras tube
 - ✓ A picture display tube
 - ☒ A vacuum tube capable of amplifying signals
 - ☒ A cathode-ray tube
- 11 The sponsorship in which the sponsor earn popularity while the sponsored can save a lot of money is termed as:
 - ✓ Cause-related sponsorship
 - ☒ Agenda related sponsorship
 - ☒ Fame gaining sponsorship
 - ☒ Celebrity sponsorship
- 12 _____ believe that war coverage on media particularly television can play a great part in controlling and stopping future wars.
 - ✓ Doves
 - ☒ Hawks
 - ☒ Lippmann
 - ☒ All of the given options



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- 13 According to PEMRA rules, a license to establish or operate a broadcast or cable TV network station shall be granted to:
- ✓ A person who is a citizen of Pakistan
 - ☒ A foreign company organized under the laws of any foreign government.
 - ☒ A person who already owns or operates, as sole or joint shareholder, any other broadcast or cable TV network station, printed newspaper or magazine or an advertising agency.
 - ☒ A foreign company organized under the laws of any foreign government.
- 14 The PEMRA Authority shall take the decision on the applications for a license within _____ days from receipt of the application.
- ☒ 30
 - ☒ 45
 - ☒ 60
 - ✓ 100
15. 'Mean and scary world' syndrome means _____
- ☒ Decrease in violence
 - ✓ Increased fear
 - ☒ Increased humour
 - ☒ Increased anger
- 16 The first commercial was televised by:
- ✓ Charles Jenkins
 - ☒ John Logie Baird
 - ☒ Vladimir Zworykin
 - ☒ Bonis Rosing
- 17 Under the agreed trade policy between India and Pakistan, exchange was taking place on the standard that our _____ class movie was exchanged with their B or C class film.
- ✓ A
 - ☒ B
 - ☒ C
 - ☒ D
- 18 Which of the following in the quality of being believable or trustworthy and that can be achieved with the freedom of speech, expression and by recognizing people's right to know
- ✓ Credibility
 - ☒ Punctuality
 - ☒ Suitability
 - ☒ Adequacy



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- 19 Excessive television watching of any sort has clear psycholgalical and physiological effects on children. It is referred as the ____?
- ✓ Couch potato syndrome
 - ☒ Red potato syndrome
 - ☒ Malignity syndrome
 - ☒ Hot potato syndrome
- 20 Which of the following is the function of the loudspeaker?
- ☒ To deliever public speeches
 - ☒ For making announcements and public service messages
 - ☒ For religious announcements
 - ✓ All of the given options
- 21 PTV Bolan was launched to cover which province?
- ☒ Punjab
 - ☒ Sindh
 - ✓ Balochistan
 - ☒ NWFP
- 22 In most traditional societies of the teaching of values is the mainly the responsibility of the:
- ☒ Judicial system
 - ☒ Government
 - ☒ Educational system
 - ✓ Family
- 23 STN used to take news from _____ re-edited them according to the governments policies and then sent on air.
- ✓ CNN
 - ☒ BBC
 - ☒ VOA
 - ☒ Fox News
- 24 The _____ was one of the first recording machine to use magnetic tape in preserving voice and music.
- ☒ Audio casettes
 - ✓ Magnetophon tape recorder
 - ☒ Compact dice
 - ☒ Electric tape recorders



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- 25 Till _____ PTV had a complete monopoly nationally, as there was no other channel that could give a comparison to it:
- ☐ 1996
 - ✓ 1998
 - ☐ 2000
 - ☐ 2002
- 26 Loudspeaker, speaker, or speaker system is an electromechanical device which converts _____ into sound.
- ☐ Radio waves
 - ☐ Mechanical waves
 - ✓ Electric signal
 - ☐ Ultraviolet rays
- 27 In 1979, the whole world saw _____.
- ☐ The first television add
 - ☐ The first movie on television
 - ✓ Man's first foot on moon
 - ☐ First war on television
- 28 Michael Moore used _____ format to address many sensitive issues on TV.
- ☐ Drama series
 - ☐ Sitcom
 - ☐ Docudrama
 - ✓ Documentary
- 29 PTV's own training academy was approved in _____.
- ☐ 1978
 - ☐ 1980
 - ✓ 1981
 - ☐ 1985
- 30 Till 1931 all movies were _____.
- ✓ Silent
 - ☐ Black n white
 - ☐ Coloured
 - ☐ War based
- 31 Global Culture is usually defined as _____.
- ✓ One world culture
 - ☐ Modern culture
 - ☐ Western culture
 - ☐ Civilized culture

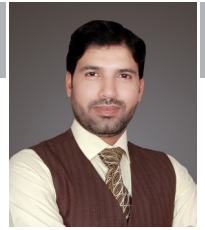


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QUIZ # 4 > Lectures 29 - 39

MCM 304
Mass Media in Pakistan

- 32 Gerbner's research found that those who watch greater amounts of television are more likely to:
- ☐ Overestimate their risk of being victimized by crime
 - ☐ believe that fear of crime is a very serious personal problem
 - ☐ assume the crime rate is increasing, even when it is not
 - ✓ All of the given options
- 33 Silent films were replaced by sound films in:
- ☐ Early 1900
 - ☐ Late 1910
 - ✓ Late 1920
 - ☐ Late 1940
- 34 is a format of film medium but it has also been extensively used by TV to convey facts to the people.
- ✓ Documentary
 - ☐ Docudrama
 - ☐ Situation Comedies
 - ☐ Dramatic Series
- 35 TV affects children's health.
- ☐ Mental
 - ☐ Physical
 - ☐ Psychological
 - ✓ All of the given options



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What is mass communication?

Answer: Mass communication is a message created by a person or a group of people sent through a transmitting device (a medium) to a large audience or market.

What is mass media?

Mass media is any medium used to transmit mass communication.

How much is the importance of mass media in Pakistan?

Mass media create awareness to the public.

What does PEMRA stands for?

The Pakistan Electronic Media Regulatory Authority (PEMRA) is a regulatory body established by Pakistan on 1 March 2002. The Authority is responsible for facilitating and regulating the establishment and operation of all private broadcast media and distribution services in Pakistan established for the purpose of international, national, provincial, district, and local or special target audiences.

What is the difference between the working of a newspaper and news agency?

A newspaper has its own policy under its own specific management; however, news agency cannot form a specific policy or point of view.

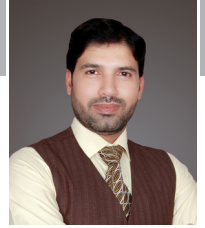
A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings. It is an important method of letting the public know everything that is happening in their local area and around the world. Even with the advancements in computer technology, newspapers continue to be an important aspect of everyday life.

News agency, also called press agency, press association, wire service, or news service, organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford.

A news agency has its clients and subscribers in different parts of the world with their own specific policies and stance on different issues therefore, a news agency is bound to adopt an unbiased, objective and indifferent approach in its reporting and services to keep its subscribers satisfied.

What are Press and Publication Ordinance (PPO)?

In 1961 Press and Publications Ordinance was formed and enforced to keep the newspapers under government's control. It was a black law completely boycotted by media organizations and journalists. According to one clause stated in this ordinance all newspapers were ordered to publish DPR's or PID's published handouts as it is which is simply against freedom of press.



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What is Community Radio?

Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to a local audience but is overlooked by more powerful broadcast groups. Community media is a term that describes media which are small in scale, and which are owned and operated by citizens on a not-for-profit basis to exclusively serve the public interest of a relatively small community e.g. a cluster of villages or small settlements, or a small town or a city, or parts of a city.

Explain A decade of development

Ayub blamed the war on Pakistan's foreign minister Zulfikar Ali Bhutto and forced him to resign in 1966. Bhutto's removal from the Cabinet only served as a focal point for the growing opposition and dissatisfaction within Pakistan. The protests over lack of democratic rights in West Pakistan were matched with demands for greater autonomy and political freedom in East Pakistan. In 1968, Ayub tried to deflect the growing criticism by celebrating his decade in power. He declared it to have been a 'Decade of Development' because the economic statistics looked impressive. The agricultural sector had been revitalized as a result of Ayub's land reforms and the average annual national growth rate was over 7 percent.

Difference between in house journal and research journal

In-house Journal

Journals are published to give information to their employees and clients about their Vision & Mission, Objectives, services and policies. It can be divided into sub-categories like company profile, newsletter, brochure, flyers etc. In Pakistan, government, semigovernment and private organizations are publishing in-house journals.

Research Journal

Research journals are published quarterly basis and cover latest research on different topics and sometimes in specific field. The information is based on latest research on different topics and sometimes on specific topic.

The academic research journals are published by almost all the universities and higher education institutions. They are published on a regular basis because they are considered as a symbol of progress and knowledge. It has more importance for students over their academic books because they find practical information.

Some professional associations and groups also published journals related to their field like medical journals, Automotive journals, Science and IT journals, architectural journals and magazines.



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What are ethics of journalism?

Ethics of journalism are the rules for journalist which is suitable to society. There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism. Most focus on five common themes:

Truth and Accuracy

Journalists cannot always guarantee 'truth', but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked.

Independence

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare our affiliations to our editors – or the audience

Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

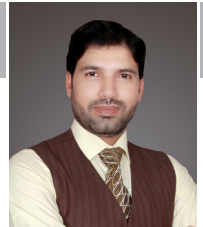
What is Yellow Journalism?

The Yellow Journalism term was used in the mid-1890s to focus on the sensational journalism that used some yellow ink in the circulation war between Joseph Pulitzer's New York World and William Randolph Hearst's New York Journal.

Yellow journalism, or the yellow press, is a type of journalism that presents eye-catching headlines to sell more newspapers instead of well-researched and based on reality news. Techniques may include exaggerations of news events, scandal-mongering, or sensationalism.

What are the English and Urdu Newspaper Policies for Religious Extremism?

In condemning Religious extremism, English newspapers are doing good job. The highlighted from time to time the consequences of it. Unfortunately the vast people of Pakistan are not reading English Newspapers. The main source



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of news information are Urdu Newspaper. To keep in the main stream and more readership, Urdu newspapers not not take stand against Religious Extremism. The media coverage was done in a way that people were sympathised with them. In Urdu newspapers 70% of the news are as a political statements and our politicians failed to condemn religious extremism in a clear way. As a result a large population were not educated about Religious extremism.

Write down few International News Agencies?

Four major international news agencies are:

- Reuters
- Associated Press (AP)
- United Press International (UPI)
- Agence France-Presse (AFP)

Historical perspective In News Agency

World's first news agency was formed around 1820s in New York City under the name of Association of Morning Newspapers. It was formed to gather upcoming reports from Europe.

The first international news agencies formed in Europe were: Agence Havas of Paris (1835); the Reuter Telegram Company of London (1851), known simply as Reuters; and the Continental Telegraphen Compagnie of Berlin (1849), known as the Wolff Agency. They started their work as a financial data service to bankers and businessmen but then extended their service to world news. Reuters is also considered as the oldest news agency of the world. Initially news agencies used to send news through telegraphy services now it has been replaced by internet.

What was the reason of publishing Hamood Ur Rahman commission report after 34 years?

This commission of Inquiry was appointed by the President of Pakistan in December, 1971 to inquire into and find out "the circumstances in which the Commander, Eastern command, surrendered and the members of the Armed Forces of Pakistan under his command laid down their arms and a cease-fire was ordered along the borders of West Pakistan and India and along the cease-fire line in the State of Jammu and Kashmir." After having examined 213 witnesses the Commission submitted its report in July 1972.

The inquiry report of Dhaka fall named as Hamood Ur Rehman Commission Report was published after 34 years in 2005. The reason for publish of this report was that an Indian Web site revealed and published it on internet. When it became an open secret then government of Pakistan also decided to publicize the report. It is the best examples how international scenario affects national policies.



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What are the basic three essential parts of the newspaper now a days?

There are three basic segments in a newspaper nowadays.

(a) Advertising (b) Editorial (c) News.

Advertising

Advertising is very important feature of a newspaper. A persuasive advertising leaves long lasting impact on its reader. There is a general concept that the news sources are directly controlled by Jews. This is a wrong conception. Jews own multinational companies and they are the biggest advertisers in the newspapers. For the newspaper, main source of revenue is advertising, that's why newspapers subdue their policies for these multinational companies.

Circulation Dept of the newspaper is responsible of the distribution and they do a lot of research to find out readers' interest. Marketing Dept make sure the news appearing are as per people's interest so its circulation can be enhanced. determines the readers' interest.

Editorial

Editorials are another important segment in a newspaper. It reflects the policy of the newspaper. Each news has an objective, therefore a separate page is created to explain people on the current issues Newspaper point of view.

Columns are printed on editorial page and are called interpretation of the news. Hamid Mir, Yasir Peerzada, Dr. Safdar Mahmood, Hassan Nisar and Atta-ul-Haq Qasmi are the prominent names on this horizon.

There is a separate area reserved for Letters to the Editor. It is used for personal opinion and to convey readers' point of view to the Newspaper administration and other people.

Reporting (News)

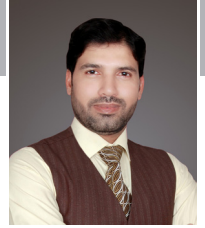
Reporting is very important part of a newspaper. Every reporter has a special beat and divided into respective beat. News are constantly monitored by sub editors in a news room.

Every source is used by the newspapers to collect the news. Radio, television, news agencies, National and International news agencies are used for this. People work in three shifts in Reporting. The last shift is very important because they have to make artwork ready for printing and achieve its publishing deadline.

Historical perspective In News Agency

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considered as the oldest news agency of the world. Initially news agencies used to send news through telegraphy services now it has been replaced by internet.

Discuss whether the feature writing is helpful for newspaper or not?

Yes it is helpful for newspapers because they face tough competition from other sources of news. To keep their readers intact, they many times write News Stories in "Feature Style". Wire services such as the Associated Press, which previously made a point of distributing only news, now also include feature stories.

A feature story is not about news. Its about human interest. We can say "Feature Peoples Story". A narrative about the human element of life. It is designed to attract the reader's eyes and minds, forcing them to that the story is worth to read. It has a beginning (lead/start), middle and end.

They often recap major news that was reported previously. Features stories mostly written on:

- Profile people who make the news
- Explain events that move or shape the news
- Analyze what is happening in the world, nation or community
- Teach an audience how to do something
- Suggest better ways to live
- Examine trends
- Entertain.

Discuss the condition of the newspaper in Pakistan?

After the tragic death of General Zia ul Haq in 1988, the care taking Govt gave some freedom to the media. Statellite communication made impossible for Govt to hide information from people. Govt wants to show their achievements while media is also interested to highlight flaws and mistakes. It keeps their readers intact and have exciting news for people.

After 9/11 and at the request of US, when Musharraf Govt decided to support US, the media tried keep themselves in the main stream (common in the eyes and minds of the people) to keep their readership high. The growth of newspapers dramatically increased after the RPPO (Registration of Printing Presses and Publication Ordinance) established in 1990. Media houses did not find technical people suitable for the job. As a result, journalist was not aware of working conditions and ethics of their profession. There was a huge gap between the policies of Urdu and English newspapers policies and their objectives. Urdu newspapers always stand with the main stream. On the other hand, English newspapers adopted matured approach and inform people the pros and cons of each issue.

Some of the following examples are below where English newspapers stance were matured and based on facts.

- 1) 1998 Nuclear weapons testing
- 2) Child labour
- 3) Women Rights
- 4) Religious extremism
- 5) Musharraf decision to uproot extremism was not supported by Urdu Newspapers.



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After Dhaka Condition Of Pak 3mark
Ziul had Era 5mark
Zia Ul Haq Demands 2Mark

Question:

What you know about Rowlett Act 1919?

Question:

What kind of problems Pakistan had faced after Dhaka Fall?

Question:

What editorial has importance in a newspaper and what you know about the editorial page?

2. Differentiate Urdu and English newspaper
3. Condition of staff of newspaper

Magazine

It is a periodical publication, typically contains articles on various subjects by many writers. A magazine is usually published weekly or monthly and having photographs, graphics and drawings. It could be on a general topics or on particular subject or area like science and technology, fashion, medicine, sports, finance. They are more colorful and glossy than newspapers. Examples (FEMINA, FILMFARE, VAAMA)

Periodical

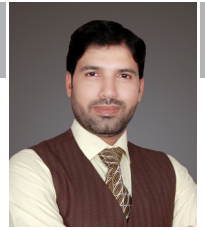
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Newspaper

Newspaper is a serial publication that contains current news and other informative articles. They are a primary source of new, reliable information. Newspapers are traditionally printed in an inexpensive, low-grade paper. Yomiuri Shimbun (Japan), The Times of India (India), Blid (Germany), The Sun (United Kingdom), The Wall Street Journal (The United States) are some of the most famous newspapers in the world.

Digest

Digests are enriched worth Literary contents from different languages into translated version in one medium, also covering vital aspects of living life concerns. Subject focus is most emotional and blended with literary and thoughtful essence of readership.



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