Q No.1) Write a critical note on the present status of print media in Pakistan. Evaluate the content of any newspaper you like the most.

Q No.2) How do you define model? With the help of Lasswell’s formula describe the process of communication.

Q No.3) Pen down the different techniques of propaganda in psychological warfare.

Q No.4) Define Communication. Write a detailed note on the types of Communication.

Q No.5) How do you define advertising? Discuss the purpose and socio-economic aspects of advertising.

Q No.6) Define Mass Communication. Describe the functions of mass communication in context of Pakistan.

Q No.7) What is new media? Elaborate the role of new media in enhancing political awareness in society.

Q No.8) Define Public relations. Discuss the duties of PRO of any government organization.
Q.1 What is copy editing? Explain the duties of sub editor.

Q.2 What is editorial and explain contents of editorial page.

Q.3 What is reporter’s beat? Explain any two reporting beats.

Q.4 What is new? Explain inverted pyramid style in news writing structure.

Q.5 What is column writing? Write down any two names of column writers of your choice and why do u like them.

Q.6 Explain with examples any eight(8) news values.

Q.7 What is news room? Explain briefly the structure of a news room.

Q.8 Write notes on

1- Slander and Libel
2- Defamation
GOVERNMENT COLLEGE UNIVERSITY, FAISALABAD

BA
Annual 2017
Subject: Journalism
Paper: (Optional)
Course Code: JUR-421
Course Title: Journalism
Time Allowed: 03:00 Hours
Maximum Marks: 100
Pass Marks: 33%

Note:- Attempt any five questions. All questions carry equal marks.

Q-1 What is the role of journalism in any society, explain the functions of journalism.

Q-2 Define news, as a journalist from which sources you can get news on daily bases.

Q-3 Are column writers playing their positive role in Pakistan? Explain with examples.

Q-4 Write an explanatory note on social importance of a feature.

Q-5 As a journalist what may be your duties. Discuss any two journalists of your choice.

Q-6 What is the development of radio in Pakistan, Write a note on role of radio in rural development.

Q-7 Discuss the positive and negative role of Television in society.

Q-8 What is the use of journalistic language? What are its characteristics?