

MAHMOOD RANA
MSc Mass Communication
FALL 2017

- 1 How many countries are involved in the Non-Aligned Movement?
 - 74
 - 72
 - 73
 - 77

- 2 Who among the following used inscription for public information with the help of writing that become a more flexible and efficient means of conveying information over long distances ?
 - Greek polis
 - Roman polis
 - Persia polis
 - China polis

- 3 Who establish Radio Bari in southern Italy?
 - Hitler
 - Lenin
 - Marconi
 - Mussolini

- 4 When International Radiotelegraph Union was born?
 - 1906
 - 1851
 - 1854
 - 1856

- 5 When the MacBride Commission does submit its report to UNESCO?
 - 1982
 - 1976
 - 1979
 - 1981

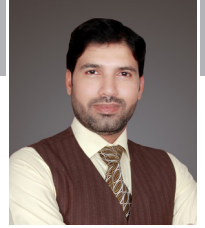
- 6 Who discovered electromagnetism to make the first transatlantic telegraph transmission?
 - Smauel Morse
 - Graham Bell
 - Guglielmo Marconi
 - Guglielmo

- 7 Which one of the following invented the electric telegraph?
 - Samuel Morse (in 1837)
 - Graham Bell
 - Marconi
 - Aristotle



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- 8 Rueter's established in 1851 and at that time its basic aim is to give
- Wartime News
 - Financial information
 - News related to Asia only
 - News related to British only
- 9 Who was Mustapha Masmoudi?
- Western Agenda Setter
 - Tusinian Information Minister
 - Pakistan Information Minister
 - McBride Assistant
- 10 Which one of the following is the name of radio broadcast that was on aired in August 1920 from Detroit, Michigan ?
- Voice in the Head
 - Voice in the Night
 - Voice in the Evening
 - Voice of the Night (Not sure)
- 11 International communication occurs between which of the following ?
- People to people
 - Government to government
 - Business to business
 - Across borders to borders
- 12 When was the Japan's most respected newspaper Asahi Shimbun (Morning sun) was founded ?
- 1860
 - 1870
 - 1880
 - 1890
- 13 NIEO stands for ;
- New International Economic order
 - Norway International Economic order
 - New international England order
 - North International Economic order
- 14 By 1870 how many newspapers were being printed in Indian languages ?
- More than 120
 - More than 130
 - More than 140
 - More than 150



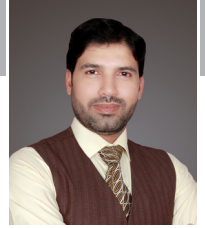
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- 15 At which place first radio factory opened ?
- Havana France
 - Chelmsford England - Marconi opened in 1898.
 - Tass Tokyo
 - Lahore Pakistan
- 16 Which of the following was a slogan of Coco-Cola's in 1970?
- It just real thing
 - Just do it
 - Always
 - A diamond is forever
- 17 CNN stands for ;
- Current News Network
 - Cable News Nation
 - Canadian News Network
 - Cable News Network
- 18 The Times of India was founded in
- 1836
 - 1837
 - 1838
 - 1839
- 19 Why people started considering radio as a threat to newspapers?
- Because radio is giving more entertainment than newspaper.
 - Because in 1931, 4 out of 5 people have radio at their homes.
 - Because radio is getting popularity through wrong means.
 - All of the given options.
- 20 Which one of the following news agency belongs to France?
- Reuters
 - Associated Press
 - Tass
 - Havana
- 21 Which one of the following is another name of Telegraphy?
- Radiography
 - Telegraph
 - Transmitter
 - Transpacific



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- 22 Which one of the following country led the Capitalist World?
- United States
 - Russia
 - Moscow
 - Pakistan
- 23 Who said that on media more attention is given to developed countries and little to less developed ones, important events are ignored and reality is distorted.
- Wilbur Schramm (1964)
 - Harold Laswell
 - Walter Lippmann
 - Aritotle
- 24 Which of the following countries played most notable role in the of meetings Non-Aligned Movement
- Algiers and Tunis
 - Turkey and Africa
 - Pakistan and India
 - US and Russia
- 25 Who invented the phase "Third World"?
- Juan Somavia
 - Alfred Sauvy
 - Aristotle
 - Abraham Lincoln
- 26 Which of the following country led the Communist World?
- United States
 - China
 - Russia
 - India
- 27 Most important factors that play vital role in international communications
- Communicate effectively
 - Personal committment
 - Learned personality
 - Updated knowledge
- 28 In which period of Indian history, Kindgs employed the tvaqi'a-nawis (news writers) to appraise them of the progress in the empire?
- During the T'ang Dynasty
 - During the Gengis period
 - During the Mughal period
 - During the Ashoka's period



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- 29 Which of the following development led to the growth of the Hollywood film industry which was to dominate global film production?
- The development of independent press
 - The development of independent films
 - The development of independent studios
 - The development of independent theatre
- 30 Many voices One World Report released in 1982, made recommendations calling for a free flow and wider dissemination of information.
- 85
 - 90
 - 82
 - 91
- 31 In which of the following field Harold Lasswell had a major contribution?
- Public Opinion
 - Wartime Propaganda
 - Hypodermic Needle theory
 - Imperialism.
- 32 Which Chinese dynasty created a formal hand-written publication?
- Ch'heng Dynasty
 - W'ang Dynasty
 - Ch'ingpao Dynasty
 - T'ang Dynasty
- 33 When does first wireless telegraphy invented?
- 1894
 - 1851
 - 1902
 - 1903
- 34 By 1870 how many newspapers were being printed in India language?
- More than 120
 - More than 130
 - More than 140
 - More than 150
- 35 In which of the following field Walter Lippmann had a major contribution?
- Wartime propaganda
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 - Hypodermic Needle theory
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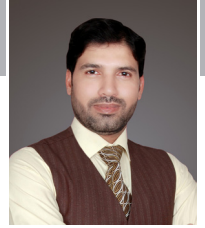
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36 how many countries were involved in the Non Aligned Movement?

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37 Which of the following was a slogan of Coca-Cola in 1970?

- It's the real thing
- Just do it
- Always
- A diamond is forever



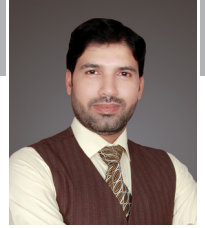
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- 3 Which of the following is the main player of imperialism?
- America
 - England
 - China
 - France
- 4 Who among the following was the first thinkers to analyse the impact of media technology on society?
- Mc-Carthy
 - Mc-comb
 - Donaid shah
 - Marshall Mcluhan
- 5 Which theory advocates that ideological control of cultural production and distribution is the best instrument to retain power for the ruling classes?
- Hegemony
 - Agenda setting
 - Media imperialism
 - Cultivation affect
- 6 McDonald and KFC is helping to promote which of the following concept?
- Structuralism
 - Nationalism
 - Imperialism
 - Functionalism
- 7 Public sphere debates give rise to which of the following
- The formation of public opinion
 - An agenda setting
 - A formation of grouping
 - Dissolution of local society
- 6 All of the following are example of cultural codes except:
- Language
 - Trends
 - Laws
 - Mores
- 7 The concept public sphere has been coined by which of the following school of thoughts
- Frankfurt school
 - Chicago school
 - Marxist school
 - American school



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- 8 According to Habermas which of the following is main condition of the public sphere?
- all citizens have access
 - a formation of grouping
 - dissolution of local society
 - an agenda setting
- 9 In which of the following study Castells gives an extensively researched and detailed analysis of the emerging trends in global condition?
- the digital age
 - the information age
 - the network age
 - the cyber space age
- 10 Who among the following stated that dominant people within the society dominates the media to support their aims?
- Gramsci
 - Schiller
 - Marx
 - Hegel
- 11 Who identified the idea of Cultural Imperialism more clearly?
- Harold Lasswell
 - Everett Roger
 - Daniel lerner
 - Herbert Schiller
- 12 Who among the following coined the word 'global villagization'?
- Carther McLuhan
 - Marshall McLuhan
 - Jospeh McLuhan
 - Micheal McLuhan
- 13 The leftist class in hegemony propounded which of the following ideology?
- Capitalism
 - Idealism
 - Realism
 - Anti-Capatalism
- 14 Imperialism has the basic aim to control which of the following?
- nation
 - world
 - continent
 - politics



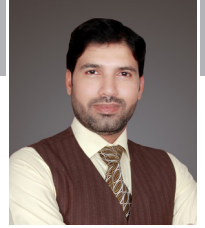
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- 15 Who presented the concept of Evolutionary Ladder of development?
- Daniel Lerner
 - Lippmann
 - Wilbur Schramm
 - Rostow
- 16 The notion of hegemony is widely associated with which of the following factor?
- Capitalism
 - Media
 - Military and cultural domination
 - Bourgeois
- 17 The customs, values and behaviours that are accepted by particular group, culture, etc are called as?
- mores
 - norms
 - homo geneses
 - mass
- 18 Which of the following issue Schiller worked on?
- the role of china as semi-periphery country
 - the role of US as core country
 - the relation between US-Afghan
 - the relation between core and periphery countries
- 19 Who among the following believes that the internet is the new kind of medium?
- Mike Goodwin (1995)
 - Mike Slater
 - Mike Twaim
 - Mike Shiller
- 20 Which of the following form the apparatus of the political and cultural hegemony of the ruling class?
- Schools, media and multitude of initiatives and activities
 - Schools, courts and multitude of initiatives and activities
 - Schools, parliament and multitude of initiatives and activities
 - Schools, state and multitude of initiatives and activities
- 21 Who wrote the book Mass Media and National Development?
- Rostow
 - Wilbur Schramm
 - Lippmann
 - Daniel Lerner



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- 22 Which of the following term is used to refer to digital communication system and the internet telecommunications network?
- Infra-red superhighways
 - communication superhighways
 - Information superhighways
 - telecommunication superhighways
- 23 Who said individuals must come to desire a better life than they have and to be willing to work for it?
- Rostow
 - Lippmann
 - Wilbur Schramm
 - Daniel Lerner
- 24 According to Vladimir Lenin imperialism is the highest form of which of the following?
- structuralism
 - capitalism
 - idealism
 - conservatism
- 25 Which one of the following stance belongs to Rogers regarding Modernization?
- Development is the key to modernization
 - The process of Urbanization
 - Media should take the lead of societies
 - Formation of traditional society
- 26 Reality is a:
- social construction
 - critical construction
 - ideal construction
 - phenomenal construction
- 27 Hatred related to a group of people is referred to be_____:
- tangible form of realtiy
 - intangible form of realtiy
 - integrated form of realtiy
 - homotised form of realtiy
- 28 Which of the following country comes under the umbrella of Semi-peripheries?
- United states
 - Britain
 - Vietnam
 - China



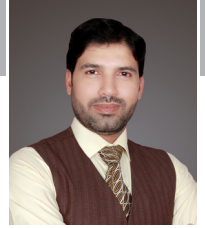
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- 29 Which one of the following component is the part of Daniel Lerner's linear Model?
- Urbanization
 - Literacy
 - Media Exposure
 - All of the given options
- 30 Which of the following is considered as main factor in giving boost to what has been called digital capitalism?
- E-commerce (electronic commerce)
 - Cyber space and public sphere
 - Globalization and mass marketing
 - industrialization and internet
- 31 According to Habermas which of the following is a main condition of the public sphere?
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 - A formation of grouping
 - Dissolution of social society
 - An agenda setting
- 32 The concept of public sphere has been coined by which of the following school of thoughts?
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- 33 All of the following are the examples of culture code, expect.
- Language
 - Trends
 - Laws
 - Mores
- 34 Which of the following stance belongs to Rogers regarding Modernization?
- Development is the key to modernization (***I think***)
 - The process of urbanization
 - Media should take the lead of the society
 - Formation of the traditional society
- 35 Hatred related to a group of people is referred to be
- Tangible form of realty
 - Intangible form of realty (***I think***)
 - Integrated form of realty
 - Homotised form of realty



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- 38 Who among the following stated that dominant people within the society dominant the media to support their aims?
- Gramsci
 - Schiller
 - Marx
 - Hegel
- 39 Reality is a:
- Social construction
 - Critical construction
 - Ideal construction
 - Phenomenal construction
- 40 Which of the following is considered as a main factor in giving a boost to what has been called 'digital' capitalism?
- E-commerce (electronic commerce)
 - Cyber Space and Public sphere
 - Globalization and mass marketing
 - Industrialization and internet
- 41 Why a Dutch film maker was killed in 2009?
- For releasing a film about the violence against women in Islamic societies
 - For releasing a film about the Atrocities of NATO in Islamic countries
 - For releasing a film about the violence in Uganda
 - For releasing a film about the depiction of women in Islamic societies
- 39 ***In which of the following approach of Curran media has been termed as a battlefield? (right answer is option 2 or 4)***
- first approach
 - second approach



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- third approach
 - fourth approach
- 40 **The GDP and per capita income of core/developed countries should exceed _____.**
(right answer is option 2 or 4)
- 7% per annum
 - 8% per annum
 - 9% per annum
 - 6% per annum
- 41 Who presented the concept of Evolutionary of development?
- Daniel Lerner
 - Lippmann
 - Wilbur Schramm
 - Rostow



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- 1 The concept of imperialism cannot intrude into another nation binding's due to which of the following?
 - ✓ Structuralism and Nationalism *(I think)*
 - Ethnocentrism and Nationalism
 - Geocentricism and Nationalism
 - Functionalism and nationalism

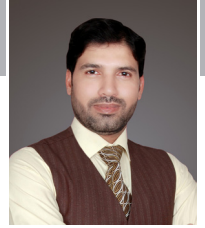
- 2 Which of the following discipline describes that the notion of hegemony is widely used to conceptualize political functions of the mass media?
 - ✓ International Communication
 - Political communication
 - Intercultural communication
 - Interpersonal Communication

- 3 Who among the following became an internationally known exponent of the idea of a 'post-industrial' society?
 - ✓ Daniel Bell
 - Mark Denial
 - Jonathon Betty
 - Michael Bethany

4. When did the first underwater telegraphic cable which linked Britain and France become operational?
 - 1857
 - 1856
 - 1854
 - ✓ 1851

- 5 In _____, under Benito Mussolini, a ministry of Print and propaganda was created to promote their ideals and win public opinion for colonial campaigns.
 - Communist Russia
 - British Empire
 - Nazi Germany
 - ✓ Fascist Italy

- 6 Which of the following is an argument made against globalization by scholars?
 - Regionalization is occurring, not globalization
 - ✓ Economic globalization is occurring, not political globalization
 - Trading blocs are effective, not a global economy
 - National governments are most significant, not international Institutions



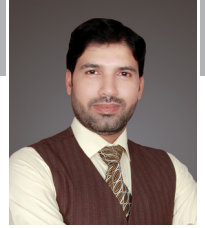
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7. The _____ was the first to grasp the importance of the medium for colonial consolidation.
- Greek Empire
 - Portuguese Empire
 - T'ang Dynasty (618-907)
 - Mughal Empire
8. Which of the following journal nominated Marlboro Man as the icon of twentieth century?
- Advertising Popular journal
 - Advertising Age International
 - Popular Advertising Age
 - Advertising international
9. Considering Dependency Theory, which of the following is the expected outcome for periphery countries?
- Economic downfall
 - Social Downfall
 - Political down
 - All of the given above
10. In case a person committing defamation is proven guilty, what penalties are applicable?
- Fine Rs 30,000 to 100,000 and Prison term from three months to two years
 - Fine Rs 40,000 to 100,000 and Prison term from three months to three years
 - Fine Rs 50,000 to 100,000 and Prison term from three months to five years
 - Fine Rs 60,000 to 100,000 and Prison term from three months to five years
11. Which of the following is NOT a problem for under-developed countries?
- They are facing lack of social and economic growth
 - They indigenous cultural languages were getting downcast
 - Under-developed countries doesn't have new information system
 - They are deprived of having cinemas for entertainment purposes
12. Which of the following is NOT included in the trio of News Agencies, which were providing the 80 percent of information in Cold War era?
- AP
 - Reuter
 - Havana
 - AFP



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- 13 Suppose there is a Pakistani channel which only broadcast National shows which depict our value and customs to the whole world. This phenomenon belongs to which one of the following concepts?
- The political economic approach
 - Manipulation of public opinion
 - Wartime Propaganda
 - The perspectives of cultural studies
- 14 _____ defines Modernization as “the process by which traditional societies become modern”
- Rostow
 - Harold Lasswell
 - Everett Roger
 - Daniel Lerner
- 15 When the first amendment did ensue in US Constitution?
- 1899
 - 1897
 - 1898
 - 1801
- 16 Which of the following concept involves integration of the global into the practice of local life strategies?
- Integration
 - Hybridity
 - Diffusion of innovation
 - Remix-ability
- 17 Identify from the following the nature of the medium of cyber space.
- It's a many to many medium **(I think)**
 - It's a one to one medium
 - It's a one to many medium
 - It's many to one medium
- 18 Who were the rivals in Crimean War (1854-1856)?
- Britain-France
 - Britain-India
 - Pakistan-India
 - America-France



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- 19 "During the war period it came to be recognized that the mobilization of men and means was not sufficient; there must be mobilization of opinion" said by;
- Harold Lasswell
 - Aristotle
 - Nazi Germany
 - Marconi
- 20 Which of the following element of technology has given a boost to what has been called digital capitalism"?
- E-Commerce
 - E- Marketing
 - E-Spooling
 - E-Governance
- 21 When did the postal reforms occur in England?
- 1840
 - 1842
 - 1843
 - 1850
- 22 Who used Young India, later named Harijan to propagate an anticolonial Agenda?
- Jawahar L al Nehru
 - Gandhi
 - Quaid-e-Azam
 - Allama Iqbal
- 23 When the nationalization of Press took place in Egypt?
- 1951
 - 1952
 - 1953
 - 1954
- 24 All of the following are the reasons for the development of the world into a global village, Except
- Technology
 - Transportation
 - Population migrations
 - Multicultural environment
- 25 Which one of the following is NOT a problem for under-developed countries?
- They were facing lack of social and economic growth
 - They indigenous cultural languages were getting downcast
 - Under-Developed countries doesn't have new information system
 - They were deprived of having cinemas for entertainment purposes



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- 26 What was the name of the report prepared by McBride Commission?
- One World Many Voices (Many Voice One World)
 - One World Many Problems
 - Around the World Voices
 - One World developed Voices
- 27 For the supporters of _____, the primary function of international communication was to promote democracy, freedom of expression and markets.
- Capitalism
 - Communism
 - Propaganda
 - Public Opinion
- 28 Which of the following country's media is the best example of Social Responsibility Theory?
- Pakistan
 - China
 - Russia
 - Tokyo
- 29 Who among the following examined the several 'filters' in US media regarding Propaganda model study?
- Edward Herman & Noam Chomsky
 - Edward Berneys & Noam Chomsky
 - Edward Herman & Mitcheal Jones
 - Edward Herman & Edward Chomsky
- 30 Symbolic social reality is created by which of the following?
- Society
 - Politics
 - Media
 - Law
- 31 Which one of the following news agency belongs to France?
- Reuters
 - Associated Press
 - Tass
 - Havana (Havas)
- 32 Lippmann's concerns were mainly about the _____ by power state institutions.
- Analysis of propaganda
 - Manipulation of public opinion
 - Motives of cultural imperialism
 - Concept of Hypodermic Needle Theory



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- 33 Which of the following option emerged in an expanding capitalist society exemplified by 18th century Britain?
- Bourgeois public sphere
 - Capitalist public sphere
 - Communist public sphere
 - Ideologist public sphere
- 34 Which of the following cigarette brand became the American cowboy and masculine _____ trademark in 1955?
- Winston
 - Red and White
 - Capstan
 - The Marlboro man
- 35 Which of the following statements belongs to Dependency theory ?
- A situation in which particular country relies on another for every kind of support
 - A situation in which particular country relies on another for finances
 - A situation in which particular country relies on another for resources
 - A situation in which particular country relies on another for justice
- 36 Which of the following concept refers to the study of how we use space in communication process?
- Proxemics
 - Paralanguage
 - Kinesics
 - Chornemics
- 37 Communication for development is a _____ based on dialogue using a broad range of tools and methods.
- Cultural process
 - Social process
 - Economic process
 - Psychological process
- 38 _____ submitted a document which, for the first time, brought information and communication related issues on the global agenda.
- The Mcbride Commission
 - Gultang and ruge
 - Western Media
 - Developing countries



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39 _____ is the process by which cities grow or by which societies become more metropolitan.

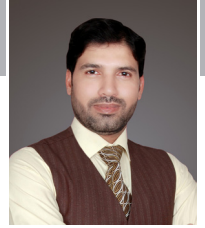
- Political participation
- Literacy
- Media development
- Urbanization



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What is news agency? (3 Marks)

A news agency is an organization which gathers news from a particular country or all over the world and distribute to different newspapers, magazines, television, radio, government agencies and organizations. It is also called a press agency, wire service and news service. News agency do not publish news itself, it collects and distributes to its subscribers by paying fees for this service.

All Mass media depends on news agencies for getting news. They prepare hard news and all mass media depends on them for getting news. These news can be used with little or no modification. Now a days they provides through internet and in bulk.

Establishment of News agencies? 3 Marks

In newspaper industry the establishment of news agencies were very important. To get most updated commercial information from nationally and international was not easy. This gap was filled by news agencies. In 1835 the French Agency Havas was established to engage in international activities followed by Associated Press (USA) in 1846, Wolff (Germany) in 1849, Tuwora (Austria) in 1850 and Reuters (UK) in 1851.

Reuters were providing commercial and financial information while Havas was disseminating information and advertising. Havas, Wolff and Reuters signed a treaty to divide the world market into three parts and each of them was responsible to collect news in his territory. Initially news agencies used to disseminate news through telegraphy and now it has been replaced by internet.

Four major international news agencies are:

- Reuters (Reuter Telegram Company of London)
- Associated Press (AP)
- United Press International (UPI)
- Agence France-Presse (AFP - Agence Havas of Paris)

Expalin MacBride Commission Report Points? 3 Marks

In 1970-80 many people raised concerns on the domination of broadcast media by developed countries. Most channels were airing American movies and series. This unbalanced media coverage was coined in New World Information and Communication Order (NWICO). Below are the main four concerns which were the basis of creating MacBridge Commission.

The commission studied four main aspects of global communication which are: what is the current status of world communication; what are the problems in the way of free and fair flow on information; and how the needs of the developed countries are to be fulfilled with free flow of information and how media can educate public opinion on world issues.



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What do you know about telegraph? (3)

The word Telegraphy derived from Greek. "Tele" means at a distance and "graphien" means to write. It is a communication system which send information through electric signals over a wire between stations. The transmission line was connected with the transmitter and receiver. The prototype was demonstrated by Joseph Henry in 1830 which was refined by Samuel Morse in 1837. The first official telegraph message was sent on 1st May 1844 from Washington, D.C., to Baltimore, Maryland.

Telegraph made possible transmission of information quickly at long distance places. It was used to make business and earn profit first. Telegraphy link was setup in British in 1838 and unified the British empire. In 1851 Public telegraph service was introduced in British and by the end of the century Colonial and India office are linked to British Empire. They can communicate with each other within minutes which takes months before. British merchants used telegraph to find the current prices of cotton and other commodities in England and exporting them from India to Egypt.

Explain the concept of Free Flow of Information? (3 Marks)

It means the free movement of information, news, advertisements across the world without any hindrance. This idea was promoted by USA after the World War II during cold war with Soviet Union. USA and Western countries want freedom of expression, open markets to promote democracy. This is called capitalism approach where economic and political system country's trade are controlled by private owners to gain profit rather than by a state.

This concept is used to get benefits on both economic and political fronts. Big media houses of the western countries tried to persuade others not to put trade barriers on their products and services in the cover of democracy, freedom expression and media role as a watch dog and educate people. Their concept promoted capitalism and individualism.

Discuss the key challenges to Freedom of Media in Pakistan?

Freedom of Media means that news and information will be disseminated without any restrictions of government. Article 19 of the Constitution of Islamic Republic of Pakistan protects the fundamental rights of individual and media. Every citizen and media has the right of speech and expression subject to the restrictions imposed by law.

Press freedom has never been consistent in Pakistan. Different govt used different tactics to control the media. In Pakistan there are 56 constitutional provisions and laws which restrict the freedom of media. Pakistan ranking is 136 in 2017 in World Press Freedom Index issued by Reporters sans Frontiers. The predators of Press Freedom are extremist group, Islamist organizations and intelligence agencies.

Following are the key challenges:

- Censorship of programmes, taking programs off air and censoring publications.
- Editors having pressure from Media owners, fear of losing advertisements, and license renewal issues.
- Physical threats, violence, harassments and killings of journalists.
- Using Law on Blasphemy against journalists.
- Govt non serious attitude to provide protection and solve cases of violence against media professionals.
- Lack of professional training of journalists and their accountability.



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According to John Stuart Mill, a nation cannot be democratically free without a free press as it is also duty of the press of evaluate the current government and uphold the truth; Do you think that Pakistan media is free enough to scrutinize the government of Pakistan? Justify your answer with supporting argument. (5 Marks)

John Stuart Mill says in his famous book "*On Liberty*" that freedom of expression is the most important and untouchable right of an individual. He argues that freedom of expression matters a lot of people because they can express their beliefs and values publically. Second reason is the freedom of expression promotes to discover the truth. It also leads to have more options and perspectives required to take better decisions.

Article 19 of the Constitution of Islamic Republic of Pakistan protects the fundamental rights of individual and media. Every citizen and media has the right of speech and expression subject to the restrictions imposed by law. Pakistan ranking is 136 in 2017 in World Press Freedom Index issued by Reporters sans Frontiers.

Pakistani Media is the most freest media in the Asia but have threats from extremist group, islamist organizations, govt officials, intelligence agencies, political parties and from its workers. Under Prevention of Electronic Crimes Act 2016 the criticism on military, judicial system can lead to imprisonment but we see people are criticising on both institutions in the name of freedom.

Explain Communication used in Mughal era (period)? (3 Marks)

The era of Mughal Empire was from 1526 to 1857. Mughals ruled parts of Afghanistan, Balochistan and Indian Subcontinent. The Mughal Empire is known as a "gunpowder empire" also.

During the Mughal period "Tavaqi'a Nawis" news writers were employed by the king which are responsible to inform the progress and development in the empire. They made arrangements to send post from one part of the country to another part. It was done through rely of horses and runners. They built towers at a distance of few kilometers to see if a runners is coming while clanging the bell and the next runner will take his burdon quickly.

How the term "Third World" got popular around the globe? 3 marks

In 1952, French economic historian Alfred Sauvy used the word "Third World" during cold war. It was an era when the world was devided into two blocks. The First World is capitalist led by USA and its allies, Second World is used for Communist in Soviet Union and the countries which were not part of these two blocks are called "Third World" countries.

Most of the Asian, Africian and Latin Americans are part of "Third World". Now a days "Third World" pharase used for underdeveloped or developing countries. In these countries the education level is low, lack of proper infrastructure, poor health care facilities, improper sanitation services and people living conditions are inferior. The process of industrialization is very slow, people have low levels of per capita income, and their dependence on agricultural and commodity exports.



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Differentiate between leftist and rightist approach in Gramsci theory of hegemony? (3 Marks)

Herman and Chomsky argued that the propaganda model succeeds because there is not clear indication of government to use force to persuade people. They were following the ideology and role of state power in a capitalist society. The French Marxist Louis Althusser also called the media as a "ideological state" agent.

In 1971, the ideas of Italian Marxist Antonio Gramsci (1891-1937) has got major influence in Great Britain when his notes prepared in jail, translated into English titled "Selections from the Prison Notebooks". It is called the "Theory of Hegemony" which was based on his political experience. He explained in his theory that it is not necessary for the ruling class to use military force to retain power. They have much influence through intellectual means and with moral direction to build a news system which supports their aim. It is possible when the elite or ruling class apply leadership skills. It can be done through schools, religious bodies and effective use of mass media.

In International Communication, concept of Hegemony is used in mass media by doing propaganda and maintain the ruling elite ideology. The news and entertainment production will be according to their ideology. Although media is free from government control but act as an agent to persuade people to accept dominant ideology.

Factors behind the rise of Reuters

Reuters is a news agency established in 1851 in UK. Reuters focus was to provide commercial and financial information. As long as British Empire spread the Reuters grow along with it. There was a huge demand of business news during nineteenth century due to the expansion of trade and business.

To expand its services, Reuters used new communication technologies like telegraphy, to provide information to British and European clients. By 1870, Reuters had its offices in major important cities like Calcutta, Bombay and Point de Galle in Sri Lanka connected to their head office in London through telegraphic wire. They monitor Reuters's services in Asia, China, Japan and Australia. In 1914, Reuters News Services had three main channels covering news from London to Bombay, London to Hong Kong and another in Cape Town, Durban and Mauritius. The trade and business volume increase by 25 fold from 1800 to 1913 and it was possible with the link between capital and communication. It is also called "The Reuters Factor".

Reuters also built good relationship with the British foreign and colonial administration. Although it was an independent news agency but become the voice of the British Empire and promoted British views. Reuters revenue from 'India' as a British Colony increased more than tripple from 1898 to 1918. Reuters also supported British Empire by making propaganda during First World War. In 1920 Reuters launched the trade service to provide business and commercial information to its client like providing Indian Cotton prices in New York market. By 1999, Reuters become the world's biggest multimedia corporations providing information on business, financial markets, new products and realtime financial data along with news, graphics, video and photographs.

By the end of twentieth century, Reuters becomes world largest financial data provider plus news provider for news papers. due to the birth of internet. It has regional headquartes in London, New York, Geneva and Hong Kong and offices in 217 cities.



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Differentiate between Verbal and Nonverbal Communication.

The foundation of any successful relationship is a good communication whether personal or professional. Communication is a combination of Verbal and Non Verbal Communication.

Verbal Communications

The use of sounds and words, said or written to express yourself for communication is called verbal communication. It is an interpersonal communication through linguistic means.

Non Verbal Communication

Our nonverbal communication plays an important role—our facial expressions, gestures, eye contact, posture, and tone of voice—that speaks loudly. If there is contradiction, the nonverbal message expresses true feelings more accurately describe the person than its verbal message.

Do you think that the flow of international communication is one sided, biased and a source of planned propaganda against the Muslims? Discuss by giving examples and logical arguments.

Yes! It is true that the flow of communication is one sided, biased. Propaganda is used as a weapon to influence international opinion against Muslims. Media portrait this with an objective to show Muslims as a terrorist, rigid and having old ideologies not relevant to the current world. It creates this perception by reporting partial news or in prejudiced manner or ignoring an important aspect.

Most Muslims countries are underdeveloped and have less economic opportunities. People live in hand to mouth just to meet full their daily living requirements. Islam or Muslims are slowly linked to extremism, militants, mass murdered of innocent civilians and raising the slogan for Jihad. As soon as any incident happened the media sees who committed? He the culprit is a white man he will be declared mentally ill or disturbed loner. If the same thing committed by Muslim, he will be declared terrorist and committed the act of terrorism. Let's see the following examples:

Las Vegas shooting kills at least 59 in deadliest ever US gun attack. Las Vegas Sheriff said that it is not an act of terrorist and we have not found anything which link to terrorism. If the similar act will be committed by Muslim, they declare him terrorist without establishing his motives and solid evidence.

Keeping in mind the era of Cold War, Discuss what were the major differences between the two world divides i.e. developed and underdeveloped countries?

Ideology difference. Soviet believes on Communism. It means everything is owned by the government and they divided equally among its people who will work for government in return. They believe on state power and control.

The United States and its allies was capitalist. The tree main freedom was given to people. Freedom of press, free and fair elections and freedom of speech or protest. People can own land, run their business. It make a difference between rich and poor.



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What is Social Responsibility Theory

Social Responsibility is a terminology used for looking welfare of the people while generating business activity. It is a belief that the press has a responsibility to inform their public on the issues of concern of their society. They have obligation towards society, culture, economy and environment. The freedom of media must not be on the basis of harming society and its socio-cultural aspects and economy.

Social Responsibility theory is a new concept introduced in mid 20th century by Robert Hutchins, president of the University of Chicago. This model was reshaped by Siebert, Peterson and Schramm in 1956. It encourages total media freedom but regulated by social responsibilities and external control.

Sensationalism and irresponsible state of media in Pakistan have put doubts over it working for society in Pakistan. In this situation what steps should be taken by Government to ensure a balance form of freedom of media in Pakistan? Discuss only those steps that are feasible in our society. (3 Marks)

The Social Responsibility Theory will help in creating professionalism in media and freed form of media freedom by setting up a high level of accuracy, truth, and information. Steps feasible in Pakistani society are:

1. Formulate the code of conduct for the press.
2. Improve the standards of journalism.
3. Safeguarding the interests of journalism and journalist.
4. Criticise and make some penalty for violating the code of conduct.

Differentiate between network society and information society?

Information society

Information Society is a term used for a society where technology is the driving force behind its transformation and development . It is a society which economic and cultural activity is based on information, communication and computing technologies. It is an era where society is entered into information society from post industrial society. It is also called third wave of human civilization.

Information society has transforming almost every aspect of social life. It has been seen in the Offices, Homes, households items, communities, education, health, surveillances etc. This society is also called knowledge society. Networks which provide infrastructure for global economy is called information super highways.

The Information Age: Network Society

A network society is a conception of society where key social structures and activities are organised around Information Computing Technologies. It is based on advanced networking technologies to support anytime, anywhere with access to high quality contents.

Castells says the new information age attempts to show the way out of the complex information society. Networks are making new social face of our societies and become the basic units of modern society. Castells says it is not only technology that make modern society but also cultural, political and economic factors play important role in making up network society. Influences in the shape of religion, social status, cultural values and affiliation with political parties all make network society.



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Define Development Communication?

It is the art and science of human communication to facilitate speedy social development and transforming of a country from poverty to dynamic modern state. Art & Science means the creative use of human communication by research and applying scientific methods to solve development problems

Define Development Support Communication

Development Support Communication is a process to share information about development, social change agenda and its implementation. It creates links between beneficiaries, planners, donors and stake holders. It is target specific and limited.

What are the differences between DSC and DC

Development Communication (DC)

- It is used in project and programs that are at large scale (Macro Level).
- It requires the use of technology and depend upon technical mass media.
- It's target is general people and not for specific community.
- It is used to make development in any sector.
- It's is time bound, source oriented and has general goals.
- The message moves from sender to receiver and travel vertically, from top to bottom.

Development Support Communication (DSC)

- It is applicable at Micro-Level projects because of its small scale.
- It is for specific people or community therefore based on interpersonal communication.
- It's goals are clearly defined with specific measures.
- It is receiver oriented and importance given to the receiver before starting communication.
- It's has limits in each project and finished after achieving its goals.
- It is applicable at grass root levels and requires audience participation.

Discuss the globalization of media in terms of the following parameters? No1 Internationalized media ownership = 2.5 marks 2 Globalized media content = 2.5 marks

Media globalization is a result of new technologies and it facilitates all forms of globalization. It increases the interconnectivity between the world which in result increase trade, services and cultural exchange. TV and Internet broadcast is the main player to bring people closer of different cultures and faith and find way of mutual understanding to move forward.

Most of the media houses are owned by wealthy corporations and dominate the media market. Local media are either taken over or their freedom of speech is compromised through profit. Biggest beneficiaries of globalization is the Media tycoons. They often make merger with big organization of different industries and their wrong doing will not be broadcast on that channel. For example GE bought NBC and GE is one of the biggest pollution generator but NBC will not talk about pollution caused by GE.

Global Media contents are produced to get maximum profit on less cost. They show diverse range of civilizations and promote the culture of rich countries which effects culture of other countries. Multinational media companies are not accountable and only government can regulate them. As the number of media houses increased but the diversity in content is not increased. It shape culture and changed people's mind.



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Difference between Traditional system and modern systems. (5 marks)

Write about the cold war propaganda against the third world countries (5 Marks)

Define and Explain Critical Theory (5 Marks)

Exemplify a situation describing hyper reality of media. (3)

Keeping in mind the concept of dependency theory, discuss the role of United States in Afghanistan. (5)

Discuss the similarity basis in Galtung's theory of structural imperialism with Schiller's definition of cultural imperialism.

How the arrival of new media platform has induced development in the globalized world? Discuss

4 discuss how the development countries influencing under development countries

Considering the features of dependency theory, which countries could take the position of core countries in recent past and also discuss why u think so.

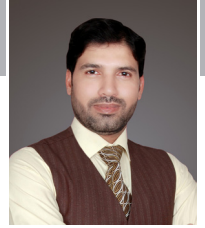
In what areas you think that law are required to be promulgated in regards to cyber space in pak

Explain the Rostov's evolutionary ladder of development regarding modernization of a society.

How did the 'Arab Spring' begin?

Discuss when did the popular music industry get started in the world

What do you know about 'bourgeois public sphere'? Discuss



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- 1 In _____ US President Ronald Reagan announced an 'open skies' policy.
 - 1980
 - 1970
 - ✓ 1984
 - 1960

- 2 In which phase the new hybrid visual language of moving images dominated global visual culture?
 - 1960
 - 1970
 - 1980
 - ✓ 1990

- 3 In which of the following country 56 media workers were killed in 2007?
 - Iran
 - ✓ Iraq
 - Egypt
 - Gaza

- 4 In which phase the United States witnessed an unprecedented historical explosion of mergers?
 - Between 1970 and 1980
 - Between 1980 and 1900
 - ✓ Between 1980 and 2000
 - Between 1990 and 2000

- 5 After which of the following war, the press became the privileged instrument in the fight for national independence from colonial rule?
 - After the World War I
 - ✓ After the World War II
 - After Cold War
 - After the Vietnam War

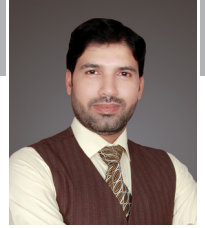
- 6 Which of the following elements have modified Media Consumption?
 - Portable
 - Personalized/Participatory
 - Social Experience
 - ✓ All of the given above **(Not Sure)**

- 7 Registration of Printing Press Ordinance was adopted in _____?
 - 1985
 - 1986
 - 1987
 - ✓ 1988



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- 8 In which of the following country a blogger was sentenced to four years in prison for "incitement to hatred of Islam."
- Iraq
 - ✓ Egypt
 - Iran
 - Spain
- 9 In which of the following state legal threat regarding Defamation is common?
- Malaysia
 - Pakistan
 - ✓ China
 - Afghanistan
- 10 Who among the following owns Paramount Pictures?
- Robert Iger
 - Rupert Murdoch
 - ✓ Summer Redstone
 - Barry M. Meyer
- 11 Globalization was mainly concerned with contemporary developments in which of the following areas,
- ✓ Communication and culture
 - Communication and Media
 - Communication and Internet
 - Communication and Heritage
- 12 ABC is an abbreviation of;
- ✓ American Broadcasting Corporation
 - Angola Broadcasting Corporation
 - Australian Broadcasting Corporation
 - Associated Broadcasting Corporation
- 13 Who gave the concept of "Open Skies"
- Margaret Thatcher
 - ✓ US President Ronald Reagan
 - Martin Bangermann
 - General Pervaiz Musharraf
- 14 When the book on "The Education of a Christian Prince" was published?
- ✓ 1516
 - 1517
 - 1518
 - 1519



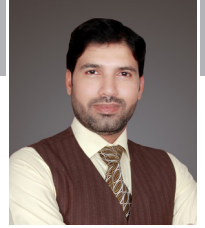
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- 15 Who among the following stated that "Globalisation for press and media means much narrower concentration of media sources. It will reflect the points of view of those who can amass the huge capital to run international media"?
- Thomas Friedman
 - Noam Chomsky
 - Sean Siochru
 - Ann Lislegaard
- 16 When BBC introduced local editions of BBC magazines for the first time in Australia?
- 1996
 - 1999
 - 1998
 - 1997
- 17 All of the following are the key Challenges to freedom of Media in South Asia, Except?
- Lack of Access to information
 - Commercialisation of the media
 - Professionalism of the media
 - State Controlled media Organizations
- 18 According to Ulf Hannerz the "center" in a globalization phenomena is:
- The modern industrial West
 - The modern industrial East
 - The modern industrial South
 - The modern industrial North
- 19 Which of the following concept can be called as a mix and match from different sources, old and new, local and global music, popular culture, restaurants, home decoration?
- Hybridization
 - Internationalisation
 - Localization
 - Commercaillization
- 20 Chairman of the European Federation of Journalist, Arne Konig, termed "freelancers" as:
- Forced-lances
 - Hijacked-lances
 - Dimanche-lances
 - Defence-lances



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- 21 _____ is owned by Rupert Murdoch.
- News Corporation
 - Walt Disney
 - Time and Warner
 - Etisalat
- 22 Which of the following type of communication processes accounts for as much as 70% of the communication?
- Verbal
 - Nonverbal
 - Symbolic
 - Para-language
- 23 In which of the following country Journalists who cover cases of corruption have been targeted the most?
- Pakistan
 - Philippines
 - China
 - Nigeria
- 24 Which of the following article guarantees the freedom of expression and freedom of the media, subject to "reasonable restrictions"?
- The Article 16
 - The Article 17
 - The Article 18
 - The article 19
- 25 Pulling programme off the air is an example of:
- Censorship
 - Legal Threat
 - Attacks
 - Impunity
- 26 BBC launched _____ in 1998 and it was a joint venture with Discovery.
- HBO
 - Animal Planet
 - Star World
 - BBC Arabic
- 27 McDonalds developed a vegetarian version of the Big Mac in _____
- Karachi
 - Delhi
 - Taiwan
 - Kathmandu



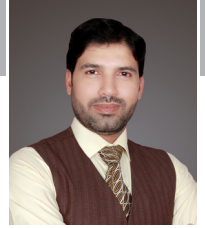
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- 28 Arne Konig, Chairman of the European Federation of Journalist, highlighted two factors that affect quality of journalism in many parts. What are they?
- Job insecurity and poor wages
 - Job insecurity and poor working environment
 - Job insecurity and Govt. Influence
 - Job insecurity and professionalism
- 29 All of the following are the reasons for the development of the world into a global village of today, Except?
- Technology
 - Communication
 - Population migrations
 - Subculture transformation
- 30 Who among the following conceptualised the idea of Global Village?
- MC-Comb
 - Marshall McLuhan
 - Donald Shaw
 - Elizabeth
- 31 When BBC introduce local editions of BBC magazine for the first time in Australia?
- 1996
 - 1999
 - 1998
 - 1997
- 32 In non-verbal context Urn, uh or You know, is an example of which of the following?
- Chronemics
 - Kinesics
 - Proxemics
 - Paralanguage
- 33 Which of the following books published under the banner of News Corporation?
- Harper Collins General Book Group
 - Regan Books
 - Amistad Press
 - All of the given above
- 34 Media is largely funded through _____ ?
- Government
 - Non-Government agencies
 - Advertising
 - Media Councils



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- 35 According to liberal interpretation the term globalization has been described as:
- Fostering Cultural activities and promotion of global languages
 - ✓ Fostering international economic intergration and promotion of global libral capitalism
 - Fostering international trade and culture and promotion of liberalism
 - Fostering international cooperation and enhancing of mutual technological benefits
- 36 _____ is a major supplier for the US Defense services, designing and launching the LEASAT satellites.
- ✓ Hughes Space and Communication
 - Martin Space and Communication
 - Laius Space and Communication
 - Margaret Space and Communication
- 37 In which phase politicized Islam and nascent democracies begin to change the landscape for media in the Middle East?
- 1945 to 1970
 - ✓ 1980 to 1990
 - 1990 to 2000
 - 2000 to 2010
- 38 "Language determines our culture" this approach comes from which of the following Hypothesis?
- ✓ Sapir-Whorf hypothesis
 - Simon Whorf Hypothesis
 - Edley-Whorf Hypothesis
 - Napier-Whorf Hypothesis
- 39 _____ is the term that is related to marketing which means to express the global production of the local and the localization of the global
- E-marketing
 - ✓ Glocalization
 - Hybridization
 - Internationalization
- 40 In Egypt, the press was nationalized in_____?
- 1951
 - ✓ 1952
 - 1953
 - 1954



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- 41 Conglomerate means;
- Owner of a newspaper
 - Media Corporation
 - To form or gather into a mass or whole
 - All of the above given
- 42 _____ refers to the communication between people from different cultures.
- Intercultural communication
 - Intercultural communication
 - Segmented communication
 - Subcultural communication
- 43 Arne Konig, chairman of the European federation of journalists highlighted two factors that affect quality of journalism in many parts. What are they?
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 - Job insecurity and poor working environment
 - Job insecurity and govt. influence
 - Job insecurity and professionalism
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 - Noam Chomsky
 - Sean Siochru
 - Ann Lislegaard



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- 1 The Final Act of the Uruguay Round signed 1994 in _____.
 - Marrakesh
 - Turkey
 - New York
 - Japan

- 2 WARC Stands for;
 - World Administrative Radio Conference
 - World Administrative Radio Charter
 - World Accountability Conferences
 - World Administrative Radio Conference

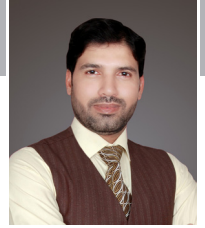
- 3 Which of the following is an example of a Rapid onset disaster?
 - Environmental
 - Religious
 - Political
 - Blurring

- 4 In 1998, how many channels were operating around the world ?
 - 2600
 - 2400
 - 2500
 - 2800

- 5 During the 1970s and 1980s the debates about global cultural flows were mainly concerned with which of the following?
 - News agencies
 - Television
 - Radio
 - Internal

- 6 MCB stands for:
 - Meridian East Broadcasting Centre
 - Middle East Broadcasting Centre
 - Medium East Broadcasting Centre
 - Mushroom East Broadcasting Centre

- 7 The 1997 annual sales of General Motors surpassed the GDP of _____.
 - Thailand
 - Ireland
 - Hong Kong
 - Finland



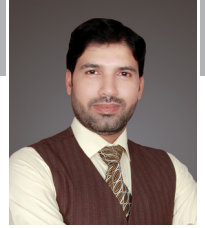
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- 8 UNCTAD stands for :
- United Nations Conference on Trade and Development
 - United National Charter on Trade and Development
 - United National Charter on Tax and Development
 - United National Conference on Tax and Development
- 9 Who among the following is the World Richest Person ?
- Mark Zuckerberg
 - Xi Jinping
 - George Bush
 - Bill Gates
- 10 In which of the following era television dominated the media scene in virtually every part of the world ?
- 1960's
 - 1970's
 - 1980's
 - 1990's
- 11 After the end of the Cold War, in which of the following country global television has helped promote Western consumerist culture?
- England
 - Japan
 - China
 - Russia
- 12 DPA stands for;
- Denmark Press Agency
 - Delhi Press Agency
 - Deutsche Presse Agentur
 - David Press Agency
- 13 Who claims to be the most comprehensive vertically-integrated satellite firm in the world?
- Hughes Space and Communications
 - Lockheed Martin
 - Loral
 - All of the give above
- 14 NAFTA stands for;
- North American Free Transport Agreement
 - North American Free Trade Agreement
 - North American Freedom Treaty Agreement
 - North American Fight Treaty Agreement



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- 15 _____ launched in 1995, extended the reach to cover large parts of former Soviet Union and Australia.
- ✓ AsiaSat 2
 - AsiaSat 5
 - AsiaSat 7
 - AsiaSat 1
- 16 Who among the following studied that how Islam had been viewed by the Christian orthodoxy over recorded history?
- ✓ Norman Daniel
 - James Kritze
 - Homi K. Bhabha
 - Da Moden
- 17 Who supports the idea of free flow of information in trade?
- UNESCO
 - ITU
 - NAFTA
 - ✓ WTO
- 18 Who with Ill among the following recorded a duet Ekam Satyam Michael Jackson in 1999?
- ✓ A. R. Rahman
 - Nusrat Fatah Ali Khan
 - Pit Bull
 - Latha Mangaiesher
- 19 Most probably the focus of media coverage shifts towards which of the following area when a war ends?
- ✓ Reconciliation & reconstruction
 - Economic or ethnic tensions
 - Political and religious harmony
 - Construction & reconstruction
- 20 Which of the following is a Brazilian media giant?
- ✓ TV Globo
 - Phoenix
 - Bombay Dreams
 - Sky TV



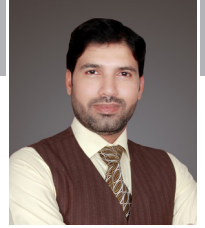
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- 21 Which development of regional broadcasting was enabled by which of the following technologies?
- Digital technology and satellite networks
 - Information, communication and technology
 - Non-Linear editing and digital formats
 - Internet and computing
- 22 Who among the following recognized the ideological differences between Islam and West in his renowned work *The Islamic Threat: Myth or reality?*
- John Esposito
 - James Kritzeck
 - Fred Halliday
 - La Raza
- 23 When does "The Family Channel" launched in USA?
- 1988
 - 1978
 - 1977
 - 1976
- 24 Who among the following stated that "propaganda consists of the planned use of any form of public, or mass-produced communication designed to affect the minds and emotions of a given group for a specific purpose, whether military, economic or political"?
- Linebarger
 - Lippmann
 - Elizabeth Briant lee
 - Alfred McClung
- 25 The Japanese fighting monsters, Pokemons, emerged as the most popular toy in
- 1996
 - 1997
 - 1998
 - 1999
- 26 A dictionary of economic terms tells us that "political economy is the science of _____
- Technology and deals with efforts made by man to supply wants and satisfy desires
 - Force and deals with efforts made by man to supply wants and satisfy desires
 - Wealth" and deals with efforts made by man to supply wants and satisfy desires
 - Communication and deals with efforts made by man to supply wants and satisfy desire



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- 27 British Sky Broadcasting Group is the originator of Famous cartoons _____
- The Simpsons
 - Captain Planet
 - Chota Bheem
 - Ninja Turtles
- 28 Famous cricket Shahid Khan Afridi appearing in a promotional ad of a product an example of which of the following technique propaganda ?
- Testimonial
 - Plain Folk
 - Card Staking
 - Bandwagon
- 29 Economy which is based on economies of all of the world's countries is referred as _____
- Interdependency
 - Outsourcing
 - Global Culture
 - Global Economy
- 30 When did AsiaSat 1 launched in Asia ?
- 1988
 - 1998
 - 1997
 - 1990
- 31 _____ breeds the need of communication which is imperative for coordination.
- Interdependency (*I think*)
 - Partnership
 - Sharing
 - Global Economy
- 32 Identify Giovanni Da Modena's controversial painting which was directed to attack Prophet Muhammad S.A.W Ideology?
- The last Judgement
 - Orientalism
 - Islam phobia
 - La Raza



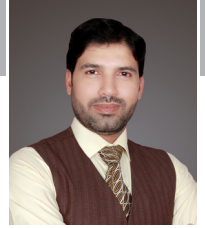
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- 33 Which of the following is relative LESS effective technique to reduce anger?
- Social modeling
 - Punishment
 - Apologies as aggression controllers
 - Social skills training
- 34 Everybody is doing it, or We are all doing it" refers to which of the technique of propoganda?
- Card stacking
 - Bandwagon approach
 - Plain Folks
 - Testimonial
- 35 A propaganda is directed to alter
- Public opinion
 - Planned decision
 - Personal image
 - Information
- 36 MBC stands for
- Meridian East Broadcasting Centre
 - Middle East Broadcasting Centre
 - Medium East Broadcasting Centre
- 37 How much Brazil reduced tariff on industrial products
- 41%
 - 27%
 - 71%
 - 20%
- 38 When did World Trade Organization (WTO) established?
- January 1996
 - January 1997
 - January 1995
 - January 1947
- 39 Who among the following first used the term 'Peace Journalism'?
- Johan Galtung
 - Johan Gullileo
 - Johan Galbeerto
 - Johan Guhanesa



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- 40 Which of the following trend was introduced in global broadcast with the boost of global television?
- Increasing in rating and income
 - ✓ Live broadcasting of historic events
 - More quality and less expensive broadcast
 - Live broadcasting of united nations events
- 41 The _____ has allowed business instant access to a larger audience worldwide.
- ✓ Internet
 - Telephone
 - Fax
 - Teleprompter
- 42 The 1997 annual sales of GENERAL Motors surpassed the GDP of_____.
- ✓ Thailand
 - Ireland
 - Hong Kong
 - Finland
- 43 Who among the following write the book "press and foreign policy"?
- Bernard Shaw
 - ✓ Bernard Cohen
 - James Cohen
 - Micheal Cohen
- 44 Satellite Industry Association (SIA) ,which represent the leading commercial satellite corporations, is _____ institution.
- UK based
 - ✓ US based
 - German
 - French
- 45 Which among the following is the owner of ESPN sport channel?
- Times warner
 - Bertelsmann
 - Viacom and News Corporation
 - ✓ Walt Disney and Hearst Corporation
- 46 _____ is the study of the power relation, its affects on production distribution and consumption of resources.
- Cultivation theory
 - ✓ Political economy of communication
 - Hegemony
 - Imperialism



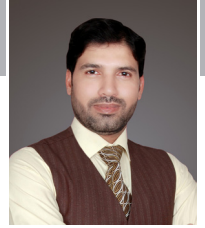
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- 47 Which of the following is the old name of Agence France Press (AFP)
- Havas
 - Hamas
 - France Press
 - Associated Press
- 48 With other objectives, the bandwagon technique of propaganda also focuses on _____.
- Appeals to sentiments of loyalty and nationalism
 - Increase in Sales and brand loyalty
 - Perception making and persuasion
 - National identify and regionalism
- 49 The twenty-first century opened with the world's biggest merger between America Online with _____
- Benetton
 - Marks& Spencer's
 - Walt Disney
 - Time Warner
- 50 _____ is the largest telecommunication equipment maker in the world.
- Intelsat
 - DoCoMo
 - Huawei
 - Warid
- 51 Which of the following satellite channel was established by Kurds?
- NED-TV
 - MED-TV
 - SAT-TV
 - NDTV-HD
- 52 Who launched the world's first Satellite?
- USA
 - Soviet Union
 - Germany
 - France
- 53 _____ was one of the first to realize the commercial importance of digital television , investing a great deal of money to get it off the ground.
- Murdock
 - Warner's Brother
 - Tony Blair
 - Margaret Thatcher



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- 54 Who among the following established the neoclassical paradigm that continues to provide a model for mainstream economics?
- William Jevons and Alfred Marshall
 - William Nason and Alfred Marshall
 - William lichen and Alfred Marshall
 - William Steves and Alfred Marshall
- 55 Identify the country whose President was killed as he was addressing on TV
- Armenian
 - Somalian
 - Iranian
 - Italian
- 56 The European Commission's Green Paper on _____ published in 1998.
- Radio Spectrum Policy
 - Fiber-Optic Policy
 - Broadcasting Rules and regulation
 - Telecommunication
- 57 Which continent showed the highest growth in tripling the number of television sets around the world?
- Antarctica
 - Europe
 - Africa
 - Asia
- 58 _____ operating under Russian Ministry of communication and Mass Media.
- Associated Press (AP)
 - Interfax
 - Deutsche Press-Agentur (DPA)
 - RIA Novosti
- 59 When did first satellite launched by Soviet Union?
- 1958
 - 1954
 - 1957
 - 1953
- 60 Which of the following is an example of a Non-conflict related disasters?
- Religious
 - Disease
 - Political
 - Ethnic tensions



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- 61 Which of the following is not an example of a Latent conflict?
- Political
 - Religious
 - Economic
 - Light weapons
- 62 TV Globo is a/an _____ TV channel.
- Somalian
 - Brazilian
 - Romanian
 - Arabian
- 63 Political economy has also broadened its traditional focus on examining dominant powers and processes of exploitation to address standpoints of resistance that include _____?
- Labor perspectives
 - Money perspectives on media and communication
 - Technological perspectives on media and communication
 - Political perspective on media and communication
- 64 Which news organization has strategic alliance with MSNBC.com?
- USA Today
 - New York Times
 - Times of India
 - The Washington post
- 65 British Sky Broadcasting Group (BSkyB) is a _____ based Company?
- London
 - USA
 - German
 - France
- 66 CBS Corporation 50% focuses on _____ news.
- Entertainment
 - Politics
 - Business
 - Music
- 67 Which among the following is the world largest media conglomerate?
- Viacom
 - Bertelsmann SE and Co.
 - Walt Disney
 - All of the given above



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- 68 Who among the following stated that a new cold war would take place not on the basis of economics or politics but based upon culture and civilization marked by epistemic orders and religions?
- Samuel Huntington
 - Homi K. Bhabha
 - Elizabeth Poole
 - James Kritzeck



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World Trade Organization (WTO) and what was its agenda? 3 Marks

World Trade Organization was established on 1st January 1995 in Geneva, Switzerland. It is the result of the negotiations held 1986-94 called Uruguay Round and earlier negotiations under the General Agreement on Tariffs and Trade (GATT). Its member countries are 164.

WTO was set up for privatization and liberalization. It is the only global organization for promoting trade between nations by lowering trade barriers, revising trade rules to ensure smooth and free trade flows. Economic growth is only possible if free flow of information is available for goods and services. It also help to settle trade disputes between nations .

Following are the key areas where WTO operates:

- Trade negotiations
- Implementation and monitoring
- Dispute settlement
- Building trade capacity
- Outreaching International and non govt organizations about its activities.

Explain characteristic of conflict area?

A disagreement among people with opposing opinions are called conflict. It could happen between people, groups, political parties or different countries. After the end of cold war there have been many conflicts which took lives of millions of people and displaced many millions. The pattern of conflicts differs from state to state or within state. Often it takes the shape of violence and it remains present for a long time due to which achieving peace is very difficult. Following are the characteristics of conflict:

- Violence is committed by law enforcement agencies, non-state actors or armed groups. Sometimes non-state actors commit violence along with paramilitary forces also.
- In conflict area the economy is based on looting, taking people hostage and releasing them for ransome, smuggling arms, drugs, oil and other necessary commodities.
- Terror and fear of life is the main tactic used in the war area. Attacks on civilians, women's rape and violation of human rights are common.
- Conflicts within states occur if the state writ is weak and criminal and terrorists have easy access to their targets and political institutions are not stable.
- Media is under threat and deos not have access to the affected areas and not free to inform people truth. Journalists facing life threats, strict censorship and control over media especially local media is one of the causes.

Which satellite system help US denfense servises in 1990s?

Hughes Space and Communications Company is one of the world biggest satellite manufacturers providing services in commercial satellites worldwide. Hughes was a vertically integrated satellite firm and a major supplier who helped US defence services in designing and launching the Leasat satellites in 1984, 1985 and 1990. These satellites were used for military communication and doing surveillance world wide. In Boeing bought Hughes in January 2000 and became world's biggest producer of defence related information and communication systems.



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What is liberalization and privatization?

Liberalization is focused on the local economy. It means relaxation of government rules and eliminating state control over economic, social or political activities. Privatization means transfer of assets or services from public sector to private sector. It means all under corporate rule and working for profit. Liberalization and Privatization gives greater autonomy to the business industry and essential for economic growth.

Who got benefit from liberalization and privatization?

The biggest beneficiaries of liberalization and privatization are Transnational corporations (TNCs). TNC's are the parent enterprises which have foreign affiliations with other organisation outside their home country. They control their assets and services by owning their shares or investing heavily in it.

TNC's dominate the global trade and shape the global economy. They are so powerful that their annual sale is more than many countries GDP.

TNC's has three basic characteristics:

- Coordination and control of production units in different countries.
- Take advantage of geographical differences in production like availability of natural resources, cheap labour and govt policies and taxes.
- Have geographical flexibility to move its resources and operations internationally or globally.

Philosophy behind open skies.

There was rapid development and technology change in 1980. Private companies were trying to get licenses for commercial satellites. Telecommunication traffic increased and TNC's were asking for reduction in tariffs in local and international services. US Government were promoting international business development through liberalization and privatization. The US President Ronald Reagan announced Open Skies Policy in 1984 to allow private companies to compete with state owned companies in satellite communications. Private companies enter in telecommunication network and as a result the biggest US telecom company American Telephone and Telegraph (AT&T) was split into 22 local companies and telecommunication sector liberalized and privatised. British followed US a year later by privatising British Telecom 51% shares. This policy started deregulating some of the state owned organizations and cut the redtape, a hurdle in economic growth.

If media is can not solve the problem then it is part of problem Elaborate this statement.

"Journalist have to decide whether they are going to be part of the problem or part of the solution" said former British Ambassador Sir Robin Christopher.

Media has an important role to play during conflict and must promote peace. Journalists have thier own ideology and they should contribute for peace and justice by framing stories in fair way with accurate information and providing insight news of conflict is called peace journalism. The journalism must be peace/conflict, people and solution oriented. Giving voices to all parties, humanization of all sides and preventing more violence. It should expose untruth from all sides, focus on human suffering, naming evil doings and highlighted peace initiatives along with resolutions and reconciliation.



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Describe Intelsat?

INTELSAT stands for International Telecommunications Satellite Organization. It is a Non-Profit company jointly owned by 100 countries to operate global satellite system. Currently INTELSAT has a one of the largest fleet of 52 satellites used for domestic and international communications. INTELSAT endorsed UN resolution in 1971 by giving access to satellite communication to every nation. To make sure that less developed countries also benefit from satellite technology. It used revenues from high traffic routes (Europe, Japan and North America) and subsidized less profitable routes.

In 1999, INTELSAT woned 19 satellites and providing video and internet services to more than 200 countries. Many countries still depend on INTELSAT for their international communication.

Explain the social construction of reality?

Peter Berger and Thomas Luckmann wrote a book in 1966 called "The Social Construction of Reality" They argued that society is created by humans with their interaction also called habitualization. Any action repeated over time and become a pattern and will be done again in the same manner in future. It creates mental representation of each others action and labelled those actions according to the pictures created in our head. It means meanings of actions are in our head which is embedded by society. Therefore is is said that Reality is socially constructed. We accept this reality because it was created by others for us.

For instance school existes as a school not for the building because it was embedded in our mind that it is school not building.

Explain Traditional system and modern system? 5 marks

Media was a tool to organized relationship between the rulers and its population during the Ottoman Empire. It was based on traditional system on the principles of respect, obedience and loyalty for rulers and political authorities. The concept of western media came when countries tried to come our of colonialism. Nationalists win and kept media under their control. Censorship and legislation stoped free speech and independent press.

In the modern system many gulf and middle eastern countries spend billions of dollars earned from oil on the development of media inside and outside the country and kept media under the control of Ministry of Information. Media was used to support the governments. In 1996 Al Jazira established in Qatar not due to the freedom of press because of the liberalisation and change the Qataris view about world and how world sees Middle East. The power of satellites and internet has changed the media. People saw how US forces captured Baghdad, what happened in Gaza and fighting in Kosovo through the eyes of CNN. In modern system media play a role to support government inestablisning their writ and promote their version of nationalism.



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How did the 'Arab Spring' begin?

Tunisia is the Birthplace of the Arab Spring and it started in late 2010 when Mohamed Bouazizi set himself on fire in front of the government building after being humiliated by local police by slapping and spitting on his face. He sells fruit to earn livings for his widow mother and 6 siblings. Protest began and it was captured on cell phones and shared on internet. After his death the protest spreads all over the country and forced President Zine El Abidine Ben Ali and his govt to step down. Soon after Tunisia, people in Egypt stood against President Hosni Mubarak, who was in office since 1981. After Egypt it affected Yemen uprising, Libya Revold and Syria Uprising.

What do you about The Press, Newspapers and News Agencies Registration Ordinance 2002? Explain

The Press, Newspapers and News agencies Registration Ordinance (PNNARO) replaced Press and publication Ordinance in 1963 and Registration of Printing Press Ordinance in 1988. This law introduced self governing code of conduct for the press. This put made some regulations to the affairs of the news agencies in Pakistan. Before anyone can assume the role of news agency with a fax and e-mail service. With this law government can not ban publishing of any newspaper but may impose some financial penalties against violating rules or on irresponsible reporting.

"Page-in-charge" is responsible for checking the contents of the pages and make sure the material sent to the printer and publisher is accurate and fulfill the requirements. This law made journalists responsible at each and every step of press media. Govern claim that this law will protect the press freedom and on the other hand make journalist accountable for their wrong doings.

Write about the cold war propaganda against the third world countries (5 Marks)

Cold war made the world hostile in East-West blocs. East block represented by Russian and its allies to promote communism and west block represents USA and its allies to promote capitalist and democracy. It had deep consequences on the development of Third World Countries (countries not part of any block. In 1952, the French economic historian Alfred Sauvy used this terminology. Pro-American values were promoted in film, television, music and literature. They propagated through Radio dramas that people living in capitalist countries are living prosperous life.

Propaganda used for the Third world countries that people in their countries are uneducated, uncivilised. They do not have basic health facilities and are religious extremists. The benefits of things such as the nuclear family, school, community, obedience and loyalty were openly promoted.

What is Propaganda and explain Origin of Propaganda?

The term "Propaganda" first used in 16th century to promote Faith and Missionary activities of Catholic church. In its origin it is an honourable word associated with religious activities and got respectful attention

Later on it was used for selfish, dishonest and manipulated views for malicious intentions and used during World War II. It explains how to control the mind of public through manipulated spoken or written words or in pictorial representation in mass media. Propaganda is used to spread information with malicious intentions or gaining support for an opinion or belief. It lacks truth and generally an appeal to emotion, not intellect.



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Propaganda can be divided into three types:

Black propaganda - White propaganda - Grey propaganda

Black Propaganda

It is deliberately created and distributed with malicious intentions. It could be true or false but released with bad intent. Its effectiveness is that it looks like to be produced by a legitimate or trustworthy source. Deliberately disseminated rumors or gossips also come under this category. Used in World War II by Nazis.

White Propaganda

Although it does not tell the complete truth but most of the information is based on truth and factual elements. Its source is clearly identified. It is disseminated in a way that convinces people that the sender has good reputation. It is also used to distract people's attention from problematic issues. Like testimonials of war prisoners that they are treated well and life is much better there.

Grey Propaganda

It is in between white and black propaganda. The disseminated information might or might not be false. The information is passed without checking its authentication because it suits his/her interests. Sometimes its source is also not correctly identified.

Exemplify a situation describing hyperreality of media. (3 Marks)

Hyperreality is a term introduced by Jean Baudrillard. It is simulation or representation of reality. It distorts the reality or sometimes projects things which do not exist in reality. It is based on imagination which convinces people that it actually exists. It has a negative effect on society because sometimes it is difficult to realize that the experience is real or not. For example 'Disneyland' is purely imagination but it convinces us that it is real. Another example is Mickey Mouse which in reality does not exist but you can find in Disney land and take photos with him.

Keeping in mind the concept of dependency theory, discuss the role of United States in Afghanistan. (5 Marks)

In the late 1970s, Dependency Theory was introduced by Raul Prebisch who was Director of the United Nations Economic Commission for Latin America. It is an economic concept that explains how poor nations become financially dependent on rich nations. He realized that economic growth in developed countries does not lead to growth in poor countries but instead leads to economic problems. It is based on a Marxist view of the world which considers globalization as the spread of the capital market and it exploits the resources and cheap labor of poor countries in return for technology from developed countries.

USA has control over Afghanistan in terms of financial and economic aid. To run daily matters and shape political policies USA has dominance because the Afghan government depends on USA for most of the things. Its population is not educated, lacking infrastructure and basic amenities of life.



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How the arrival of new media platform has induced development in the globalized world? Discuss

New Media means of mass communication using digital technologies such as the Internet. Digital technologies that take advantage of computers and the Internet have led to products and services that provide information or entertainment. Social media, blogs, video games and online news outlets are typically referred to as "new media." These channels of communication have far-reaching implications for society, including in business and politics.

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Differentiate between leftist and rightist approach in Gramsci theory of hegemony

Herman and Chomsky argued that the propaganda models succeeds because there is not clear indication of government to use force to persuade people. They were following the ideology and role of state power in a capitalist society.

In 1971, the ideas of Italian Marxist Antonio Gramso has got major influence in Great Briton when his notes prepared in jail, translated into English and titled "Selections from the Boson Notebooks" It is called the Theory of Hegemony which was based on his political experience. He explained that it is not necessary for the ruling class to use military force to retain power they have much influence through intellectual means and with moral direction to build a new system which supports their aim.

Discuss the concept of convergence of telecommunication media along with examples.

Convergence of telecommunicabon means the combination of many technologies and devices into one. As the technology advances many actions which were done by many things are combined together and done by one device. Smart phone is one of the example in which we used for calling other people, see the current time, taking photos, recording videos, checking emails, managing daily work schedule. To do all things you need to depend on many devices.

The development of fast speed Internet also made possible to use of communication on a single network and it makes communication cheaper and faster. Watching TV channels, provide telephone connections plus high speed data and Internet access is also example of Govergence of telecommunication.

How Telecommunication helped is making sports a major industry globally?

Telecommunication has made sports as a major industry globally due to its fast speed and data transmission of photos, videos and live transmission. It is possible for people to watch sports events live on their TV screens or on computers as well as mobile phones. Many international brands want to adevertise their products and services during sports events. The sports personalities are considered as public figures. People all over the world watch their favourite sports channels and keep themselves updated on their favourite sports activities.



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What do you know about Inter Press Service (IPS)?

Inter Press Service is a leading universal news agency. It established in 1964 and focused on production of news and it makes analysis on news. Issues focused on such as development, human rights, civil society and environment.

Dung War it has become a practice that media reporters report the war under the guidance and permission of the forces involve in conflict. This practice of media reporters is termed as embedded journalism. Considering this practice what do you think that embedded Journalism creates one-sided and biased projection to the audience? Discuss by giving your point of view with the help of real time example.

Yes It is true that embedded Journalism creates one-sided and biased projection The reason is that the forces involved in the conflict wants to show their victory and advancement and highlight the damage done by other parties. It help them to make propaganda in the media because the war is not only fought in the battle field but also in the communication field.

Look at the Syria war where US and its supported forces are shown in the western world, a moderate, struggling for their basic human rights, providing local people peace, justice and represents them. On the other side Government forces are shown as dictators, ruling countries for many years and people are suffering under their rule. Where as the Syrian govent projects US supported forces as terrorist, destroying the country and paying in the hands of foreign elements.

Embedded Journalism is used in the name of patriotism, loyalty with motherland or highlighting issues for religious or greater human cause.

Explain Outsourcing. Also you are supposed to discuss one such example in which an organization outsources their company to get efficient services and decrease its expanses.

Outsourcing is a term used in the modern world to assign some of the task to another company where the production of goods and services becomes cheaper and organization focus on their main targets. Big organization prefer to outsources its services to cut down cost.

For instance many Banks and large organization outsourced call centers because keeping manpower and paying them huge salaries have financial burden on them. Most of the call centers are transferred to undeveloped countries because of cheap cost. The salaries of employees, their HR issues, annual appraisal, annual and medical leave all can be taken care by other companies.

Apple has also outsourced its production to china due to its cheap labour and low taxes.

What was the purpose behmdformation of General Agreement OD Tariffs and Trade (GATT)?

It was established after world war II. Its main motive is to minimize Tariffs and eliminating other barriers to promote trade. It will help to expand International Trade and services between countries.

For more detailed answer, please refer to the handout.



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Discuss that how technological advancement has benefited the field of e-commerce? Give examples

As the technology advanced, it offers more and more features at a minimal cost. High speed Internet, seeing product and services on the Internet, flexibility of payment through credit cards made it possible for people to buy and sell things on Internet.

Abbaba is the one of the richest web portal which sell items online. Govt has started to promote basic services through online and on mobile phones. Smart phones made it possible to access all type of information and placed order or request services. Sending money is possible through multiple channels and people have easy access to all the services because it is available on their figure tips.

Payment of utilities bills, renewal of ID cards, driving licences, vehicle renewal buying items online, getting services in different field is all possible and make e-commerce a major payer in digital economy.

'Media can evoke emotional responses, demand attention, threaten us, influence memories, and change ideas of what is natural. Media are full participants in our social and natural world'. Comment on the varying role of media in present era by keeping the above statement.

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What do you know about 'bourgeois public sphere'? Discuss

How US solve the Palestine and Kasmir issue.

Pamela shoemaker ki statment thi aik is k behind factors btane thay..

Define and Explain Critical Theory (5 Marks)

Discuss the similarity basis in Galtung's theory of structural imperialism with Schiller's definition of cultural imperialism.

Discus how the development countries influencing under development countries?

Considering the features of dependency theory, which countries could take the position of core countries in recent past and also discuss why u think so.

In what areas you think that law are required to be promulgated in regards to cyber space in Pakistan?

Explain the Rostov's evolutionary ladder of development regarding modernization of a society?

Discuss when did the popular music industry get started in the world?