

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

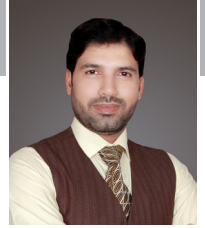
- 6 Who discovered electromagnetism to make the first transatlantic telegraph transmission?
 - Smauel Morse
 - Graham Bell
 - Guglielmo Marconi
 - Guglielmo

- 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



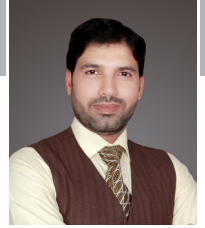
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- 15 At which place first radio factory opened ?
- Havana France
 - Chelmsford England - Marconi opened in 1898.
 - Tass Tokyo
 - Lahore Pakistan
- 16 Which of the following was a slogan of Coco-Cola's in 1970?
- It just real thing
 - Just do it
 - 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?
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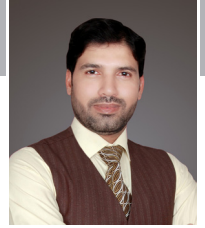
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36 how many countries were involved in the Non Aligned Movement?

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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



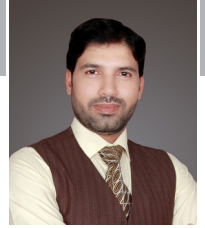
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- 3 Which of the following is the main player of imperialism?
- America
 - England
 - China
 - France
- 4 Who among the following was the first thinkers to analyse the impact of media technology on society?
- Mc-Carthy
 - Mc-comb
 - Donaïd shah
 - 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



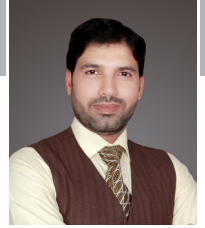
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- 29 Which one of the following component is the part of Daniel Lerner's linear Model?
- Urbanization
 - Literacy
 - Media Exposure
 - All of the given options
- 30 Which of the following is considered as main factor in giving boost to what has been 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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 - Dissolution of social society
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 - 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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- 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

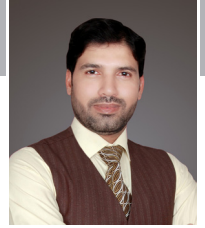
- 2 Which of the following discipline describes that the notion of hegemony is widely used to conceptualize political functions of the mass media?
 - ✓ International Communication
 - Political communication
 - Intercultural communication
 - Interpersonal Communication

- 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



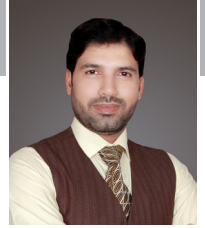
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- 19 "During the war period it came to be recognized that the mobilization of men and means was not sufficient; there must be mobilization of opinion" said by;
- Harold Lasswell
 - Aristotle
 - Nazi Germany
 - Marconi
- 20 Which of the following element 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.

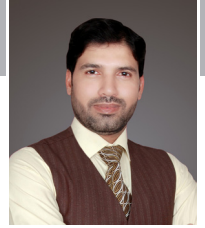
- Political participation
- Literacy
- Media development
- Urbanization



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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