

The Islamia University of Bahawalpur

Department of Media Studies

Ph.D.

Paper: Pakistani Media System

Name:

Roll No.

Section: A

Marks: 10

Time: 20 Minutes

Question No. 1 (a) True false:

1. In indo-Pakistan Sub-Continent monitoring services were introduced in..... during the Second World War. (1940)
2. The news agencies, both national and international, are another important source of information. Perhaps the British news agency 'Reuters' is the oldest.
3. Voice casting and insertions are aimed at enlivening the broadcast.
4. STN Provides 30% Of its air time to the government for its programs free of charges.
5. At the time of partition there were 25 radio stations in the subcontinent out of which only..... (3) migrated to Pakistan
6. In 1947 Pakistan have only three radio stations at Peshawar (1936), Lahore (1937) and Dhaka (1939).
7. After the independence with the passage of time, PBC began to develop new stations Rawalpindi and Karachi in 1948 and Bahawalpur center was opened in 1975.
8. For time being, Television and internet media was replaced but in urban areas recent FM radio channels boom proved to be the resurgence of radio in Pakistan.
9. Pakistan first pilot Television Station went on air from Lahore on 26th November 1964.
10. Pakistan Electronic Media Regulation Authority (PEMRA) is responsible for regulating electronic media in Pakistan.

Question No. 1 (b) Fill in the blanks with appropriate word.

1. PTV started morning transmission in1980 s
2. PTV started color transmission in..... 1976
3. Channel 3 was launched in.... November 2000
4. STN was established in..... 1991
5. Pakistan broadcasting Corporation was established on..... (20 December 1972)
6. Radio Pakistan provides current affair programs in(19)

7. First regular radio broadcast was from Pittsburgh station in America on(hording Cox) in 1926
8. British Broadcasting Company or BBC was founded in(1922) in (UK)
9. Radio broadcasting in subcontinent started on.....(10 may 1924) from..... (Madras) now called Chennai
10. All India Radio was established in-(1936)
11. Gugleilmo Marconi invented the radio in..... (1885)
12. First known radio broadcast was carried out in America in..... (1906)
13. A radio station comprises of three different wings 1. Program wing 2. Engineering wing 3. Administration wing.
14. The APP started its life in 1947 with the independence of Pakistan, Initially it was run through a trust. It was taken over by the government through an ordinance called APP 1961.
15. The conservative newspaper, Nawa-i-Waqt, was the mouthpiece of the Muslim elite, who were among the strongest supporters for an independent Pakistan, established in 1940.

Section: B

Marks: 10

Time: 30 Minutes

Question No. 2: Write short answers of the following.

1. Write a short note on Daily Nawa-i-Waqt.
2. Write a note on news agencies in Pakistan.
3. Write a short note on PEMRA.
4. Role of Pakistan Television in political socialization of individual.
5. What is the socio economic responsibility of media?
6. What you think about freedom of press.
7. In the words of Gerald Beadle, Director TV BBC “next to home and school I believe television to have a more profound influence on human race than any other medium of communication.” In the light of above mention statement what are the responsibilities of ETV in a society?
8. Role of FM Radio in social awareness.
9. What is difference between FM and AM in broadcasting concern.
10. Write a note on Pakistan Broadcasting Corporation (PBC)

Section: C

Marks: 10

Time: 40 Minutes

1. Writ a detail note on print media in Pakistan with brief historical sketch of the press in Pakistan.
2. Role of Pakistani press in socio political advocacy.

Good luck