



Q.1. Give short answers of the following:

(6x5=30)

1. Explain the types and significance of communication
2. What is communication process? Discuss in detail
3. Narrate the key essentials of effective communication.
4. Write a short note at Folk media.
5. Explain the concepts of encoding and decoding.
6. Write a short note at the worth of print media in today's world.

Q.2. Give brief answers the following questions.

(3x10=30)

- 1). Do you agree that 'New media'; social and digital media play a vital role in opinion making in youth? Please support your argument with appropriate examples.
- 2). Explain the role of leading media in Agenda setting?
- 3) What is the role and responsibilities of a leading electronic media? Discuss whether or not Pakistani electronic media are fulfilling their duties towards the society and nation?