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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5319

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Unique Paper Code : 2033182011

Name of the Paper : Introduction to Media and  
Politics

Name of the Course : Bachelor of Arts (Honours  
Course) Journalism

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer All the questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

P.T.O.

**PART A**

1. Discuss the historical evolution of political communication from ancient times to the present day.

**Or**

Explore the symbiotic relationship between politics and communication, highlighting how each influences and shapes the other.

2. Investigate the role of traditional media (e.g., newspapers, television, radio) versus new media (e.g., social media, online news platforms) in shaping political discourse and public opinion.

**Or**

Discuss the phenomenon of online trolling and its impact on political discourse, including strategies for managing and countering troll behaviour in digital spaces.

3. How has political advertising evolved with the rise of digital media?

Or

What factors contribute to political polarization within societies?

**PART-B**

4. Discuss the challenges and opportunities of religious pluralism in democratic societies, including strategies for promoting religious tolerance and accommodation in political discourse.

Or

Discuss the challenges of cultural diversity and multiculturalism in political communication, including strategies for fostering dialogue and understanding across cultural divides.

5. Illustrate some of the successful political communication strategies from recent elections in India.

Or

Provide examples of successful narrative-setting in recent political campaigns with supported examples.

P.T.O.



6. What are the advantages and disadvantages of using digital platforms for political communication.

Or

How does political humour and satire influence public perception of politicians and their policies?

7. What factors have contributed to the proliferation of post-truth politics in contemporary society?

Or

How do politicians cultivate their personal brands to appeal to voters? Discuss with relevant examples.