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7. (a) Critically discuss the need of a code of ethics for digital media.

Or

- (b) Citing relevant examples, explain the phenomenon of online hate speech.

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5954 H

Unique Paper Code : 2034001218

Name of the Paper : Social Media and Governance

Name of the Course : **Common Prog. Group : G.E.**

Semester : II

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 questions in **PART A** and Any 3 questions in **Part B**.
4. Questions in **Part A** carry 10 marks each, while those in **PART B** carry 20 marks each.

PART – A

1. (a) Write a short note on public perception with reference to social media.

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Or

(b) Write a short note on key elements of governance with reference to social media.

2. (a) Write a short note on the interrelationship of branding and identity.

Or

(b) Write a short note on crisis management.

3. (a) Write a short on political polarization.

Or

(b) Write a short note on data mining.

PART B

4. (a) Outline some of the methods through which social media influencers shape public and social perception citing relevant examples.

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Or

(b) Explain the use of social media in the process of governance with relevant examples.

5. (a) Social media has become a powerful tool for the government to directly engage with citizens. Discuss with examples.

Or

(b) Describe the Role of Social Media in Public Policy Dissemination and Feedback. Give contemporary examples to substantiate your answers.

6. (a) The phenomenon of data mining has raised a number of issues with regard to privacy and surveillance in modern society. Discuss.

Or

(b) Critically discuss the impact of misinformation, fake news, and propaganda on Democracy.

P.T.O.