

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5102

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Unique Paper Code : 2034001218

Name of the Paper : Social Media and Governance

Name of the Course : **B.A. (Hons) Journalism – GE**

Semester : VIII

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 **ANY THREE** questions in **Part A** and **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

Part A

Q-1. Explain the role of social media in governance. How does it improve citizen engagement and participation?

OR

Explain virtual campaigning and critically assess its role and effectiveness in contemporary governance.

Q-2. Explain branding and identity building through social media for government organisations.

OR

Explain the concept of crisis management and critically examine the importance of digital media ethics codes.

P.T.O.

Q-3.Examine the influence of social media on political polarization and critically assess its consequences.

OR

Discuss how social media reshapes the relationship between the state, citizens, and public dialogue within the democratic system.

Part B

Q-4 write a short note on the strategic frameworks and political aspects of online campaigning in digital governance.

OR

Discuss the role of social media platforms in facilitating public health communication during crises.

Q-5 Discuss the role of social media in transforming political campaigning, highlighting its major advantages.

Or

Discuss the key elements of governance through communication and their role in building trust.

Q-6. Discuss the ethical challenges associated with surveillance and data mining in governance systems, with relevant examples.

Or

Discuss governance feedback, redressal, and the dissemination of public policy through social media.

Q-7. Analyse a health communication campaign conducted through social media, examining its objectives, strategies, audience engagement, and overall effectiveness.

Or

Examine the impact of social media on influencing public and social perception.