

This question paper contains **3** printed pages]

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S. No. of Question Paper : **1250**

Unique Paper Code : **2033182011**

Name of the Paper : **Introduction to Media and Politics**

Name of the Course : **B.A. (H) Journalism**

Semester : **IV**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer any *three* questions in Part A

and any *three* questions in Part B.

Questions in Part A carry 10 marks each and

questions in Part B carry 20 marks each.

PART-A

Answer any *three* questions :

3×10=30

1. (a) Critically evaluate the role of journalists in promoting or avoiding pack journalism.

Or

- (b) Explain the concept and evolution of political communication.

P.T.O.

2. (a) Examine the role of media in shaping political communication strategies.

Or

- (b) Analyze the effectiveness of political advertising in shaping public opinion.

3. (a) Examine the strategies used for image building by political leaders.

Or

- (b) Explain the concept of hybrid intelligence with reference to political communication.

PART-B

Answer any *three* questions :

3×20=60

4. (a) Analyse the role of media in shaping political consciousness and public opinion with suitable examples.

Or

- (b) Discuss the role of media in constructing narratives around religion and gender.

5. (a) Discuss the changing nature of political language in the age of social media and memes.

Or

- (b) What role does social media play in shaping public priorities and framing narratives in political and cultural contexts ?

6. (a) Discuss how misinformation contributes to polarization and mobilization.

Or

- (b) Evaluate the impact of polarization on political discourse and governance.

7. (a) Discuss the role of humour and memes in political mobilization and campaigns.

Or

- (b) How can media literacy empower citizens to critically engage with cultural and political messages ?