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6. Discuss the role of Artificial Intelligence and automation in information discrimination and highlight the major ethical concerns associated with it in modern digital societies.

Or

How can governments effectively use social media for crisis management? Discuss the advantages and possible challenges, and support your answer with relevant examples.

7. Discuss in detail how social media is used in governance in India, and evaluate its impact on transparency, citizen engagement, and service delivery.

Or

“Freedom of expression and regulation of online content are in inherent conflict.” Evaluate this statement in the context of hate speech and misinformation in digital societies.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5604

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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.

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Part A

1. Explain the role of social media in influencing public perception in governance. Discuss its advantages and challenges with suitable examples.

Or

Examine the relationship between social media usage and political polarization, highlighting key causes and consequences.

2. Discuss the level of public awareness about government regulations on social media in governance and suggest measures to enhance it.

Or

What are the key threats to data privacy? Analyse their effects on both individuals and organizations.

3. Critically examine the impact of misinformation, fake news, and propaganda on democracy and social harmony.

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What is meant by social media governance? Explain its significance in the functioning of a democratic society.

Part B

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

Or

Discuss how social media shapes public opinion and explain the role of social media governance in this process.

5. Discuss the role of social media in virtual campaigning and political outreach, highlighting its advantages and limitations in contemporary democracies."

Or

To what extent has social media transformed modern governance? Critically discuss its benefits and challenges.

P.T.O.