

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2022 - 23 - BAJMC - 2021
Course Code : BAJ3017
Course Name : Sem IV - BAJ3017 - Political Communication
Program : BA Journalism and Mass Communication

Date : 13-APR-2023
Time : 2PM - 3:30PM
Max Marks : 50
Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Political communication include?
a) Local politics (CO1) [Knowledge]
b) National politics
c) International politics
d) All of the above
2. What is the interplay of politics and communication?
a) Communication shapes political outcomes (CO1) [Knowledge]
b) Political outcomes shape communication
c) Communication has no impact on politics
d) Politics has no impact on communication
3. What is the media's role in politics?
a) To report on political events (CO1) [Knowledge]
b) To shape public opinion
c) To hold politicians accountable
d) All of the above

4. What is the relationship between mass media and political communication?
a) Mass media is a channel for political communication (CO1) [Knowledge]
b) Mass media shapes political communication
c) Both a and b
d) None of the above
5. What is the interplay between politics and communication?
a) Politics influences communication (CO1) [Knowledge]
b) Communication influences politics
c) Both a and b
d) None of the above
6. Political communication is communication between?
a) Communication between political parties (CO1) [Knowledge]
b) Communication between government officials
c) Communication between politicians and the public
d) Communication between politicians and journalists
7. How can the media be a source for new political power?
a) By providing a platform for new political actors (CO1) [Knowledge]
b) By shaping public opinion
c) By holding traditional political actors accountable
d) All of the above
8. What are the characteristics of political communication?
a) It is a two-way process (CO1) [Knowledge]
b) It involves the use of language and symbols
c) It can be persuasive or informative
d) All of the above
9. What is the rhetoric of civility?
a) The use of polite and respectful language in political discourse (CO1) [Knowledge]
b) The use of inflammatory language in political discourse
c) The use of emotional appeals in political discourse
d) None of the above
10. Political communication important if it so how it helps voters?
a) It helps politicians win elections (CO1) [Knowledge]
b) It helps voters make informed decisions
c) It helps the media generate revenue
d) It helps political parties raise funds

PART B

ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. Do you agree content of Press television radio and cinema influence people to vote for particular party to get into power discuss Indian politics with suitable examples.
(CO2) [Comprehension]

12. How do media outlets contribute to political polarization by framing political issues in a biased manner? list any issue you know in Karnataka or elsewhere in India
(CO2) [Comprehension]
13. To what extent do politicians strategically use political language to shape public opinion?
(CO2) [Comprehension]
14. How do different political ideologies shape the way in which politicians communicate with the public? give announced Karnataka elections 2023 examples
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 10 = 10M)

15. What ethical considerations should be considered when designing and disseminating political messages through various media channels? According to you how do new media technologies such as social media and mobile apps impact political communication and voting behavior?
(CO2) [Application]