# PRESIDENCY UNIVERSITY
# BENGALURU

## SCHOOL OF MEDIA STUDIES
### END TERM EXAMINATION - JUN 2023

**Semester :** Semester IV - 2021
**Course Code :** BAJ3017
**Course Name :** Sem IV - BAJ3017 - Political Communication
**Program :** BAJ

**Date :** 14-JUN-2023
**Time :** 1.00PM - 4.00PM
**Max Marks :** 100
**Weightage :** 50%

**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. If you are appointed public relations manager to congress party what crisis communication strategies, you suggest them?

   (CO1) [Knowledge]

2. What is political campaigns ?

   (CO3) [Knowledge]

3. Political communication plays a crucial role in shaping public opinion? Do you think winning party communicated well or Anti-incumbency helped them to win?

   (CO1) [Knowledge]

4. What is Narrative in political circle?

   (CO3) [Knowledge]

5. What is Fake news in political communication ?

   (CO2) [Knowledge]

6. Anti-incumbency is sentiment in favour of voting out incumbent politicians, for the specific reason of being incumbent politicians explain reason?

   (CO4) [Knowledge]

7. Why satire and politics, go in hand in hand, why cartoon is important in satire?

   (CO2) [Knowledge]

8. How do polls surveys conducted to gauge public sentiment? what methods are used?

   (CO1) [Knowledge]

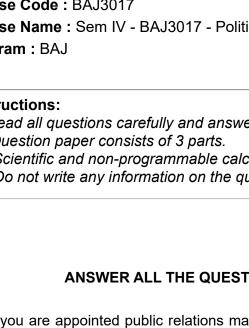**9.** What is civil society organizations? how it effects political decision?

(CO4) [Knowledge]

**10.** Political communication often aims to persuade the public, who won Karnataka resent elections what are the strategy they used?

(CO1) [Knowledge]

## PART B

## ANSWER ALL THE QUESTIONS                                (8 X 5 = 40M)

**11.** Examine the framing theory in the context of politics and media. How does the media employ framing techniques to shape public opinion and influence political discourse? Discuss the role of media in defining and framing political issues, and analyse the implications of media framing on public perception.

(CO1) [Comprehension]

**12.** Discuss the relationship between mass media and political communication. Analyze the influence of mass media on political campaigns, public opinion formation, and policy debates. Evaluate the media's role as an intermediary between political actors and the public, and the potential implications for democracy and governance.

(CO2) [Comprehension]

**13.** Discuss the political polarization of the public. analyse the factors that contribute to increasing ideological divisions among citizens.

(CO3) [Comprehension]

**14.** Politics involves a system of accountability, whereby politicians and public officials are held responsible for their actions and decisions, write in your own words with suitable examples.

(CO4) [Comprehension]

**15.** Discuss the characteristics of a good surrogate speaker in political campaigns. What skills and qualities should a surrogate possess to effectively communicate the candidate's message?

(CO3) [Comprehension]

**16.** What is **Political campaigns,** discuss range of communication channels.

(CO4) [Comprehension]

**17.** Examine the strategic use of political language. analyse how politicians and political parties employ rhetorical devices, framing techniques, and persuasive language to shape public discourse and influence political outcomes. Evaluate the ethical implications of strategic language use and its impact on public perception and political polarization.

(CO2) [Comprehension]

**18.** Evaluate the role and limitations of political surveys, particularly pre-election surveys, in gauging public opinion. Analyse the benefits and challenges of using survey data for campaign strategy development, voter targeting, and forecasting election results.

(CO1) [Comprehension]

## PART C

**ANSWER ALL THE QUESTIONS** (2 X 20 = 40M)

19. Describe the below mentioned question on Media and Hidden Political Agenda:
Discuss how media organizations can influence political discourse and manipulate public perceptions through biased reporting, agenda setting, and selective framing. Analyses real-life examples and case studies to illustrate instances where media has been accused of promoting hidden political agendas. Discuss the implications of such practices for democratic societies and the credibility of media as a reliable source of information. Additionally, explore the responsibilities of media organizations, journalists.

(CO4) [Application]

20. Describe the below mentioned question on Political Communication in the Indian Context:
Discuss the role of traditional media, such as print and television, as well as new media platforms, including social media and digital news outlets. Analyses the influence of political campaigns, speeches, and public relations strategies on voter behaviour and political outcomes in India. Discuss the challenges and opportunities posed by linguistic and cultural diversity, regionalism, and identity politics in effective political communication. Additionally, analyse the impact of social media platforms and digital activism on political mobilization, citizen engagement, and the dissemination of political information. Examine how Indian political parties and leaders have adapted their communication strategies to cater to the diverse Indian electorate and navigate the complexities of the Indian media landscape?

(CO3) [Application]