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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF MEDIA STUDIES

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** BAJ3017

**Course Name :**  - Political Communication

**Program :** BA Journalism and Mass Communication

**Date :** June 12, 2024

**Time :** 9:30 AM - 12:30 PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 10 QUESTIONS 10Q X 2M =20M**

1. Explain cross-border political communication.
2. Who are the stake holders of political rallies?

(CO1) [Knowledge] (CO1) [Knowledge]

1. If you are appointed as public relations manager to congress party what crisis communication strategies, you suggest them?
2. Mention the different communicative styles in political communication.
3. What is meant by political propoganda?
4. Who are surrogate speakers?
5. What are the characters of good surrogate speakers?

(CO1) [Knowledge] (CO1) [Knowledge] (CO1) [Knowledge] (CO1) [Knowledge]

(CO1) [Knowledge]

1. Political communication often aims to persuade the public, what are the strategies used in recent Karnataka election?
2. Why is political satire important in political communication?
3. Write one difference between exit poll and post poll.

(CO1) [Knowledge] (CO1) [Knowledge]

(CO1) [Knowledge]

1. Why is political campaign considered important in political communication?

Explain the nature of political communication?

(CO1) [Knowledge]

(CO1) [Knowledge]

**PART B**

**ANSWER ANY 8 QUESTIONS 8Q X 5M =40M**

1. What are the major determinants of voting behaviour in India? Explain.
2. Does nepotism help in political socialization? Explain.

(CO2) [Comprehension] (CO2) [Comprehension]

1. Do you think media bias exists in political scenario. Explain with suitable examples.

(CO2) [Comprehension]

1. Explain satire in politics.
2. What is voting behaviour? Why it is significant?
3. What is meant by construct of civil society? Explain.
4. Explain political socialization and its types.
5. Explain the psychology behind voting behaviour.
6. Explain the channels for political communication.
7. Explain priming theory in political communication?

(CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2Q X 20M =40M**

1. How does political communication influence voting behaviour? Discuss the role of media, political campaigns, and public discourse in shaping voters' decisions. Provide examples and analyse the impact of various communication strategies on electoral outcomes, discuss any two states voting behaviour.
2. Write a political speech for a political leader of your choice.

(CO3) [Application]

(CO3) [Application]

1. Analyse how political candidates and parties construct and deploy narratives to shape public opinion, mobilize support, and influence electoral outcomes. Investigate the key elements of narrative- building, such as framing, storytelling techniques, symbolism, and emotional appeal, and their role in shaping voter perceptions. Examine the impact of narratives on the Karnataka elections, including their effectiveness in attracting voters, creating a sense of identity, and belonging, and countering opponents' narratives. Evaluate the ethical implications of narrative-based campaigning and the challenges of maintaining a balance between factual accuracy and persuasive storytelling?

(CO4) [Application]