



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2023

Course Name – Political Journalism

Course Code - MMSJE303C

(Semester III)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) 'Ready for change, ready to lead' - Identify the slogan.
 - a) Campaign slogan of Hilary Clinton
 - b) Campaign slogan of Obama
 - c) Campaign slogan of AAP
 - d) None of these
- (ii) Select who gave Jai Hind-Slogan.
 - a) Netaji Subhas Chandra Bose
 - b) Chittaranjan Das
 - c) Dinesh Gupta
 - d) None of these
- (iii) Select the person to whom the President of India addresses his resignation letter.
 - a) Chief justice of India
 - b) Speaker
 - c) Vice president
 - d) Prime Minister
- (iv) Select the person who is authorized to appoint the Prime Minister of India.
 - a) President
 - b) Chief Justice of India
 - c) Speaker
 - d) Vice President
- (v) Select the minimum age required for contesting to the post of Presidentship.
 - a) 40 years
 - b) 35 years
 - c) 45 years
 - d) 25 years
- (vi) Identify the Upper house of the Parliament of India.
 - a) Lok Sabha
 - b) Rajya Sabha
 - c) State Assembly
 - d) Legislative Council
- (vii) Identify the person who said 'Man is a political animal'
 - a) Socrates
 - b) Plato
 - c) Aristotle
 - d) None of these
- (viii) Choose the primary role of political communication.
 - a) To entertain the public
 - b) To facilitate trade
 - c) To shape public opinion and influence political decisions
 - d) To create social media content
- (ix) Which of the following is NOT a form of political communication? Identify.

- a) Speeches
c) Campaigns
(x) Which of the following is a traditional communication channel in political communication? Select.
a) Social media
c) Television
(xi) Choose the most effective method for analyzing modes of communication in political campaigns.
a) Discourse Analysis
c) Propaganda Analysis
(xii) Decide which political economy theory best explains international media dynamics.
a) Free Market Theory
c) Dependency Theory
(xiii) Justify the role of international relations in influencing political communication.
a) International relations dictate communication policies.
c) It does not have any direct influence.
(xiv) Which theory explains how media affects public opinion by providing a selective perception?
a) Agenda-setting theory
c) Framing theory
(xv) What is the primary function of political communication?
a) To entertain the public
c) To advertise products
b) Music concerts
d) Media coverage
b) Blogs
d) Podcasts
b) Textual Analysis
d) All of the above
b) Marxist Theory
d) Neoliberal Theory
b) It helps in diplomacy and conflict resolution.
d) It is limited to trade and economy discussions.
b) Cultivation theory
d) Uses and gratifications theory
b) To influence and inform public opinion
d) To provide entertainment in media

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Demonstrate how media promotes national identity in an imagined community. (3)
3. Justify why is media important in the formation of national identity. (3)
4. Construct a basic framework for analyzing political communication strategies. (3)
5. Develop a brief description of why political communication is important. (3)
6. Do you agree that new media has transformed political communication? Why? (3)

OR

- Choose one key difference between traditional media and new media in political communication. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Classify the role of media in shaping political socialization and political participation. (5)
8. Apply the concept of political communication to analyze the role of new media in shaping public opinion during political campaigns. (5)
9. Agree on the role of the media as the fourth estate in a democratic society. (5)
10. Criticize the use of propaganda as a media tool in national policy. (5)
11. Decide how media should balance national security and the public's right to information. (5)
12. Assess the impact of political socialization through media on young citizens. (5)

OR

- Award the media's role in promoting political participation. (5)