

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS- BA/BAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Political Communication
Course Code: 25POL209T

Max. Marks: 25
Time: 1.30 Hours

Instructions

- All questions are compulsory
- Right figures indicate marks

Q1.	Attempt any 2 out of 3. 1. Evaluate the effectiveness of slogans and metaphors in political campaigns. 2. Assess the challenges posed by hate speech in political discourse 3. Evaluate media ethics and accountability in modern democracies.	(20 Marks)	CO 4
Q2.	Write short notes any 1 out of 2. 1. Press as a watchdog in a democracy. 2. Hagtag Activism	(5 Marks)	CO 5
