

QP Code: D142396		Total Pages: 1		Name:	
				Register No.	
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026					
POLITICAL SCIENCE					
POL2FM106-2 Social Media and Digital Politics					
2025 Admission onwards					
Maximum Time :1.5 Hours				Maximum Marks :50	
Section A					
All Questions can be answered. Each Question carries 2 marks (Ceiling: 16 Marks)					
1	Describe the key developments in the evolution of Political communication?				
2	How are emerging technologies changing the landscape of politics?				
3	Give some notable examples of successful Digital Activism?				
4	Describe how the internet has influenced Political Participation?				
5	Explain Agenda-setting theory? How is it applied in digital media?				
6	What role do Transnational networks play in Global Activism?				
7	Identify the major concerns regarding Privacy in the Digital Age?				
8	Write a note on ethical issues arise from algorithm-driven content on social media?				
9	Analyse the Cambridge Analytica scandal? What were its implications for digital politics?				
10	What are some key challenges to democratic processes in the digital age?				
Section B					
All Questions can be answered. Each Question carries 6 marks (Ceiling: 24 Marks)					
11	Scrutinise the impact of Hashtag activism on social movements? What are its strengths and limitations?				
12	Discuss the impacts of Misinformation and Fake news on democratic processes? How can they be addressed?				
13	Evaluate the impact of influencers in Political Campaigns? How do they shape public opinion?				
14	Estimate the benefits and drawbacks of using micro-targeting and data analytics in political campaigns?				
15	Examine the debates around censorship and free speech on social media?				
Section C					
Answer any ONE. Each Question carries 10 marks. (1x10=10 Marks)					
16	Define Social Media? Identify various platforms of Social Media and their key features?				
17	Examine the concept of Digital democracy? Discuss the challenges of Digital democracy?				