

OR

Assess the role of data visualisation and infographics in policy writing. How can these tools be effectively used to communicate complex information to diverse audiences? Provide any real or hypothetical examples of successful data visualisations in policy documents and discuss best practices for their creation and implementation.

Q.5 Develop a comprehensive communication strategy for a hypothetical political campaign on a current issue of your choice. Your strategy should include:

- a) An outline for a campaign launch speech
- b) Key points for a policy position paper
- c) A social media plan
- d) Strategies for addressing potential criticisms or controversies

Justify your choices and explain how this strategy would effectively communicate the campaign's message to various stakeholders.

OR

Create a detailed outline for a policy brief on a pressing social issue of your choice. Your outline should include:

[CO-4] [L-6] **10**

- a) An executive summary
- b) Background information and context
- c) Policy options and analysis
- d) Recommendations and implementation strategies

Explain the rationale behind your structure and content choices, and discuss how you would tailor this policy brief for different audiences (e.g., policymakers, media, general public).