

St Joseph's University, Bengaluru
School of Communication
SJUET – May 2024
M.A. Advertising and Public Relations

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy to reflect on it. Know what you consume! This will form the basic material for your examination.

***In addition**, there will be questions from current affairs, general knowledge of the world around, and more specifically from the general domain of communication and mass media.*

I. Watch the following videos

1. Bond between MAK Lubricants and Rahul Dravid - our Mr.Dependable
Links: <https://www.youtube.com/watch?v=OBhE-ZHhPQI>
2. Ranveer Sigh & Chris Gayle's Stunning New AI Ad for Zomato | Gan.ai
Link: https://www.youtube.com/watch?v=SazCl_ff88
3. Alia bhatt Manyavar Mohey Ad || Controversy ||
Link: <https://www.youtube.com/watch?v=EEHcO0Wt2WQ>
4. Tanishq ad - Hindu Muslim Marriage - Tanishq EKATVAM Television Commercial
Link: <https://www.youtube.com/watch?v=UYDNSxhSQNc>
5. Dove | #StopTheBeautyTest
Link: <https://www.youtube.com/watch?v=E3kWzRB6Yy8>
6. Vimal Elaichi - Ajay Devgn | Shahrukh Khan | Akshay Kumar I
Link: <https://www.youtube.com/watch?v=oC9BCdJmuZc>
7. 'Distasteful' Pak Cricket Ad Trolled; Make My Trip Faces Backlash | World Cup 2023
Link: https://www.youtube.com/watch?v=MAV7GH_H6-U

II. Read the following articles

8. Zara campaign resembling Gaza destruction sparks backlash
Link: <https://timesofindia.indiatimes.com/life-style/fashion/buzz/zara-campaign-resembling-gaza-destruction-sparks-backlash/articleshow/105882922.cms?from=mdr>
9. Poonam Pandey says 'I'm here, alive' after reports of death from cervical cancer
Link: <https://www.indiatoday.in/movies/celebrities/story/model-actor-poonam-pandey-says-im-here-alive-after-reports-of-her-death-from-cervical-cancer-2497077-2024-02-03>
10. H&M apologies, removes 'inappropriate' ad featuring children after massive backlash
Link: <https://www.indiatoday.in/world/story/hm-uniform-advertisement-australia-young-girls-caption-outrage-apology-2492300-2024-01-23>

11. The Future of Branding: Top Trends in 2024 That Will Drive Business Success
Link: <https://www.brandedagency.com/blog/the-future-of-branding-top-trends-in-2024#:~:text=In%202024%2C%20branding%20is%20increasingly,your%20audience's%20values%20is%20crucial.>
12. Six Trends in Public Relations To Watch Out For In 2024
Link: <https://www.forbes.com/sites/forbesbusinesscouncil/2023/12/01/six-trends-in-public-relations-to-watch-out-for-in-2024/?sh=4a1463597d9c>
13. India election 2024 phase 2: Who votes and what's at stake?
<https://www.aljazeera.com/news/2024/4/25/india-election-2024-phase-2-who-votes-and-whats-at-stake>

III. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge relating to the course (program) will be tested on the spot. Students need to be familiar with their media/ entertainment, political, economic, business, general/ current affairs.

IV. Language, Grammar, and logical reasoning:

Questions on basic language, grammar and logical reasoning will be part of SJUET. This doesn't have a prescribed / limited syllabus.