

St Joseph's University, Bengaluru
School of Communication and Media Studies
SJUET – March 2025
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. **Unstoppable Duo | Mountain Dew 2025**
https://www.youtube.com/watch?v=0U5u7K_bTZI
2. **Destroy Valentine's Day | Cadbury 5 Star**
<https://www.youtube.com/watch?v=dxECFQr533o>
3. **Sabhyata | #Celebrating Motherhood**
<https://www.youtube.com/watch?v=yKxfJ-IBBEA>
4. **Trump Posts Video Of AI-Generated 'Future Of Gaza' After US Takeover**
<https://www.youtube.com/watch?v=G5HlrkLQWnc>
5. **Beer Biceps Vulgar Joke In India's Got Latent Sparks Outrage, Calls For OTT Regulation**
<https://www.youtube.com/watch?v=yYAUVGIS5zI>
6. **Winning isn't for everyone | Am I a bad person? | Nike**
<https://www.youtube.com/watch?v=pwLergHG81c&t=42s>

II. Read the following articles

7. **Cola wars heat up! Pepsi takes a jab at Coca-Cola's 'Half Time' push**
<https://www.afaqs.com/news/brands/cola-wars-heat-up-pepsi-takes-a-jab-at-coca-colas-half-time-push-8776423>
8. **Maha Kumbh 2025: Top brand campaigns making a splash**
<https://www.storyboard18.com/brand-marketing/maha-kumbh-2025-top-brand-campaigns-making-a-splash-53472.htm>
9. **The Duolingo Owl Is Dead: An Investigation**
<https://www.adweek.com/brand-marketing/the-duolingo-owl-is-dead-an-investigation/>
10. **How men decode women consumers**
https://brandequity.economictimes.indiatimes.com/news/marketing/how-men-decode-women-consumers/118797090?utm_source=top_story&utm_medium=homepage
11. **Jaguar reveals new logo and branding, but netizens complain 'go back...', Elon Musk asks 'do you sell cars?'**
<https://www.livemint.com/companies/news/jaguar-new-logo-electric-only-plans-auto->

[news-reactions-netizens-complain-confuse-go-back-old-logo-elon-musk-sell-cars-11732063565945.html](https://www.forbes.com/councils/forbesagencycouncil/2025/03/07/news-reactions-netizens-complain-confuse-go-back-old-logo-elon-musk-sell-cars-11732063565945.html)

12. How AI Is Changing Search—And Public Relations

<https://www.forbes.com/councils/forbesagencycouncil/2025/03/07/how-ai-is-changing-search-and-public-relations/>

13. Trump-Zelensky meeting fallout: Five key lessons for India

<https://www.indiatoday.in/world/story/trump-zelensky-meeting-fallout-five-key-lessons-for-india-gblg-2689282-2025-03-05>