

St Joseph's University, Bengaluru
School of Communication and Media Studies
SJUET – January 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 entrance exam.

***In addition**, there will be questions on logic, basic statistics, English language and grammar, current affairs, general knowledge of the world around you, and more specifically, from the general domain of communication and mass media.*

I. Watch the following videos

1. Make Soan Papdi Great Again | Zepto
<https://www.youtube.com/watch?v=zZmU4s38gAc>
2. IKEA
<https://www.youtube.com/watch?v=wcmNQ1mAQIQ>
<https://www.youtube.com/watch?v=CA6fToQKiQs&list=PLruiybiq5Q4Q2X1rIOTZXnfr1yG-o04h9f&index=3>
3. Poonam Pandey's Wakefit Ad
https://www.instagram.com/afaqsdotcom/reel/DDgg__VStvO/
4. It Starts With Your Name
https://www.youtube.com/watch?v=qI0ZF_DF-6Q
5. Dream 11
<https://youtu.be/npZIAKoDtTA>
6. The World Needs More Santas | Coca-Cola
<https://www.youtube.com/watch?v=znIyaGS5BNc>
7. Whisper Keep Girls in School
<https://youtu.be/gFZTpxk5DaU>

II. Read the following articles

8. Bengaluru start-up Swish's human ads go viral, leaves internet divided_
<https://timesofindia.indiatimes.com/technology/social/bengaluru-startup-swishs-human-ads-go-viral-leaves-internet-divided/articleshow/116128096.cms>
9. Spotify Wrapped 2024: Backlash, Controversy And Memes
<https://www.forbes.com/sites/danidiplacido/2024/12/05/spotify-wrapped-2024-backlash-controversy-and-memes/>
10. Elon Musk's courtroom clash with rival Sam Altman threatens to slow down OpenAI

<https://finance.yahoo.com/news/elon-musks-courtroom-clash-with-rival-sam-altman-threatens-to-slow-down-openai-090011671.html>

11. Trump says will end birthright citizenship on day 1: Its impact on Indians

<https://www.hindustantimes.com/india-news/donald-trump-says-will-end-birthright-citizenship-on-day-1-its-impact-on-indians-101733902038559.html>

12. Click-baiting? Yes, madam; Paying off? No, madam

<https://www.afaqs.com/corporate-communications-and-pr/click-baiting-yes-madam-paying-off-no-madam-8426473>

13. How to Design an AI Marketing Strategy

<https://hbr.org/2021/07/how-to-design-an-ai-marketing-strategy>

14. Amul Hits

<https://amul.com/m/amul-hits>