

St Joseph's University, Bengaluru
School of Communication and Media Studies
SJUET – January 2026
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 studying and reflecting 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.

Part A: Creativity and Critical Thinking

YouTube Video links:

- **Britannia, Shaped By Nature | #NatureShapesBritannia |**
<https://www.youtube.com/watch?v=sCr5MzavI34>
- **THE infamous AI McDonald's Ad in Full**
<https://www.youtube.com/watch?v=LYz-5cL-BhA>
- **Apple - Think Different**
<https://www.youtube.com/watch?v=5sMBhDv4sik>
- **How Labubu Catapulted China's Pop Mart to \$1.8B in Revenue**
<https://www.youtube.com/watch?v=0X8KvR82-qw>
- **FabIndia's Jashn-e-Riwaaz controversial Diwali ad that led to #boycottFabIndia**
<https://www.youtube.com/watch?v=8-QTP176oJI>

Reading material:

- **There were ads and ads; these are the ones afaqs! liked**
<https://www.afaqs.com/news/advertising/there-were-ads-and-ads-these-are-the-ones-afaqs-liked-10959636>
- **Closed communities are rewriting the rules of influence**
<https://www.campaignindia.in/article/closed-communities-are-rewriting-the-rules-of-influence/506814>
- **'Zomato CEO using ChatGPT and it's working,' viral post claims how AI is changing communication tactics**
<https://www.financialexpress.com/trending/zomato-ceo-using-chatgpt-and-its-working-viral-post-claims-how-ai-is-changing-communication-tacticsnbsp/4096042/>
- **Why has the US captured Venezuela's president and what happens next?**
<https://www.theguardian.com/world/2026/jan/03/why-trump-us-attacked-caracas-captured-venezuela-president-nicolas-maduro>
- **The worst PR disasters of 2025**
<https://pr.co/blog/the-worst-pr-disasters-of-2025>

Part B. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge relating to the course (program) will be tested on day of the test on-the-spot.

Part C. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be part of the entrance test. Hence, please be prepared for the unexpected.