

Registration Number:

Date & session:

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**APR 7622 – POLITICAL PUBLIC RELATIONS & ADVERTISING**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

1. **Write short notes on any FIVE in 150 - 200 words each. (5X6=30)**
   1. Media Logic vs. Political logic
   2. Pseudo-event with examples
   3. Lobbying
   4. Americanisation of politics
   5. Chain and Conglomerate Media ownership
   6. Public diplomacy and its approaches
   7. Corporate Foreign Policy
2. **Answer any TWO of the following in 300 words each. (2X10=20)**
3. Who are spin doctors? What strategies and techniques do they employ in shaping public perception of political candidates or issues?
4. How are images, myths, and symbols used in political PR and advertising to convey messages and build narratives?
5. What is propaganda? How does it influence public perception and opinions?
6. What is political campaigning? Explain the key components of a political campaign, and how do they contribute to the electoral process?

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