

Registration Number:

Date & session:

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

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

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

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

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

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

1. **Write short notes on any FOUR in 180 words each. (4X4=16)**
   1. Public diplomacy and its approaches
   2. Systems of Governance with examples (any FOUR)
   3. Mediatization
   4. Pseudo-event
   5. Lobbying
   6. Citizenship
2. **Answer any THREE of the following in 250 words each. (3X8=24)**
3. Explain the different types of media ownership with suitable examples.
4. What are public opinion and public sphere? How does social media act as a new form of public sphere?
5. Differentiate between agenda building and agenda setting. What are the different types of agenda building? Explain each in detail by citing proper examples.
6. Explain in detail the following terms:

a. Corporate Foreign Policy

b. Americanization of politics

c. Voting behaviour

d. Democracy and its forms

1. **Answer any ONE of the following in 380 words (1X10=10)**
2. Why is it necessary for political parties to spend on campaigning? Describe the importance of online media in voter engagement and political advertising with suitable examples.
3. What is the relevance of PR in politics? Explain any two political public relations models of your choice. Describe in detail what political spin is and its implications on electoral practices.