

**Seat Work**

**Instructor: Riasat Muhammad Amir** **Department:** Media Studies and Journalism

**Course Code:** MSJ 11442 **Course Title:** Public Relation Campaign

Instructions:

• Separate students into groups of 4 (or more, based on the class size).

• Inform the students this exercise will carry a weight of 5% of their total grade (as a part of class participation)

• Tell them this is a lesson in PR itself as it will test their ability to study and come up with answers in a short frame of time

• Project the following link onto the screen and leave it on the screen until the end of class: ***Fair and Lovely: Can renaming a fairness cream stop colourism?***

Link : https://www.bbc.com/news/world-asia-india-53182169

• Inform the groups that they will be allowed 20 minutes to read the case study very thoroughly, make notes, and answer the following questions:

• Why do you think this PR campaign failed? (150 words)

• Do you or do you not think it was initially a good idea to launch this campaign? Explain your choice. (150 words)

• In your own words describe what could have been done differently. (150 words)

• Do you think a PR campaign of such kind will work in Bangladesh? If so, how would you go about designing it? (150 words)

• The groups will get a total of 30 minutes to formulate their answers

• Each group will then have to do a presentation. They will get no more than 4 minutes to present their answers to the class

• This in-class exercise will contribute to 5% of your total grade

**BEST OF LUCK!**