

**THE LOYOLA VISCOM
ALUMNI CONNECT SERIES**

MASTER CLASS WITH PRAVEEN RAJ, CEO, PRO SMACK.

**MEDIA, CULTURE &
SOCIETY LECTURES**

**DECODING POLITICAL
BRANDS & CAMPAIGNS**

April 10, 2021

2.30 - 3.30 P.M.

Moderator:

Prof. Alex Parimalam,

Logistics:

Prof. Romila Sudhakar.

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