

# **IS PUBLIC RELATIONS (PR) REALLY SPIN DOCTORING**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree



**SPRING, 2014**

**Bahria University Karachi Campus**



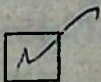
MBA Thesis  
1<sup>st</sup> Half-semester Progress Report

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1.	15/mar	BU	Thesis Topic, Problem Statement Structure.	
2.	10/sep	BU	Thesis Proposal, Literature Review	
3.	18/NOV	BU	Literature Review Cases, Twists.	
4.	2/feb	BU	Cases Details, Spin.	

Progress Satisfactory



Progress Unsatisfactory



Remarks: \_\_\_\_\_  
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**MBA Thesis**  
**2<sup>nd</sup> Half-semester Progress Report & Thesis Approval**  
**Statement**

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**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	10/Jun/15	BU	Cases, Data Analysis Research	
6	7/Jul/15	BU	Adjustment in Cases, Data Analysis.	
7	4/Aug/15	BU	Conclusion, Recommendation, Plagiarism, Final Copy	

**APPROVAL FOR EXAMINATION**

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## ABSTRACT

**Purpose-** The purpose of the study is to analyze the relationship between the spin doctoring and the public relations in order to change the public behavior and the public opinion for the desired results. The main objective of the study is to analyze whether public relations is only spin doctoring or there is something else also.

**Methodology/sample-** The research is based on the qualitative analysis of the data that is acquired from the theories and techniques related to the spin doctoring and the four case studies that are critically analyzed in this study. The case studies provide the grounds to test the hypotheses and for drawing results.

**Findings-** The main findings of the study include that the spin doctors can be perceived as the PR practitioners as they are able to change the public opinion about them, spin doctoring greatly influence the public and it is necessary to make use of the spin doctoring techniques in order to be a successful PR practitioner in today's world. Spin doctoring can be said as the most the powerful tool for the political public relations.

**Practical Implications-** The results showed that the spin doctoring can be utilized to influence a large number of public and it is useful for the political relations especially.

**Keywords:** Spin doctoring, Public Relations, PR practitioner/professional, public opinion, public behavior.

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