

## **REPORT FOR THE WORKSHOP ON ADVERTISING**

A Workshop on Advertising was conducted by the Department of English under the guidance of Prof. IAJ. Jeyadoss and Dr. Kannan Prasad on 29.01.2018. Mr. Watson Solomon was the guest lecturer for this workshop. The workshop started off with Mr. Watson Solomon introducing us to his pen name Nirmal Dasan. This workshop introduced us to the three areas of Marketing-Journalism, Public Relation & Advertisement. We were told that the two main ideas/aims of advertisements are (1) to sell a product and (2) to sell a brand name/organization. We were given examples from Tholkappiyam written in 400 B.C.



Two principles were taught on advertising, one being the Billiard Ball Principle, which states that once an advertisement comes out, it has social effects as well as psychological effects. The second principle is the Abundance Principle, which states that when the supply is greater than the demand, then you have to advertise.

The eight different elements of advertisement were taught along with the examples for each element like the Kungumam Ad from 2004, and the book, *Pleasure of Indolence*. The workshop ended with an exercise to create a slogan/photo caption for two pictures.