



Day 2

**SURENDRANATH COLLEGE**

DEPARTMENT OF ENGLISH  
IN COLLABORATION WITH IQAC

ORGANIZES  
ONLINE LECTURE  
ON

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**BASICS OF  
ADVERTISEMENT  
AND ITS  
CREATIVITY**

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**SPEAKER**

**MRS. AUNSHUMITRA MUSTAFI (HOD)**

DEPARTMENT OF JOURNALISM & MASS  
COMMUNICATION

SURENDRANATH COLLEGE



JULY, 28 AT 6 PM

## **ACTIVITY REPORT**

Name of the Event: Online Lecture

Topic: Basics of Advertisement and its Creativity

Invited Speaker: Aunshumitra Mustafi, Full-Time Lecturer, Department of Journalism and Mass Communication, Surendranath College, Kolkata.

Date: 28.07.2021

Time: 6 pm

Webinar Platform: Google Meet

Organized By: The Department of English, Surendranath College, Kolkata (in collaboration with the IQAC)

Number of Participants: 36-40 approx. (only for 6th Semester English Hons. students)

### **Summary:**

The creative part of advertising involves the process of selecting and presenting the messages. The business of conceiving, writing, designing and producing these messages is called advertising creativity and the key wordsmith is called a copywriter or copy chief or copy supervisor. The success of advertising depends to a great extent on the quality of the message or copy of advertisement rather than the money spent on advertising.

The conventional theory of advertising includes the concept of AIDA (Attention, Interest, Desire and Action). Most of the advertisers believe that the message in advertisement copy must attract the attention and interest of the consumer if buying is to result. But they forget that only a good advertisement copy or good message can attract the attention and interest of the receiver until and unless the much advertised product attributes have a strong impact on consumers. The consumers come to know the existence of the product only through the advertisement. Advertising tries to persuade the consumers that they need the product. But if the product attributes fail to satisfy the needs of buyers, good creativity will not pay.

The above-mentioned concepts were mentioned and explained in detail by the speaker to the students of the 6th semester English honours students. The speaker also put forward the idea that the advertising copywriter writes with a purpose to achieve the client's objectives to express features or attributes of particular products and services, presented in terms of consumer benefits and in the language most appropriate to the defined target audience. Thus advertising messages should present merchandise in ways that interest people in buying. Print ads and broadcast commercials portray products as problem solvers or methods whereby wants and needs may be fulfilled. When creating, a copywriter builds messages according to specific plans, to fulfill specific objectives, and he should follow a disciplined way in creating them. The students were quite aware of the basic concept of advertisement as they see them regularly in their daily life, which gave them an upper hand to easily understand the concepts as presented by the speaker. Towards the end of the session, the students asked their queries to the speaker on the relevant topic.

The event was brought to a conclusion by the Vote of Thanks delivered by Sudipta Saha, Full-Time Lecturer, Department of English.

YouTube Link: Not Live-Streamed on YouTube.

Sample Certificate: No certificate was provided to the participants.

Event Flyer: Link of the Webinar Flyer -

[https://drive.google.com/file/d/1g32Fbrms6tGXIo0M\\_q3ppqB1bAqcdhOU/view?usp=sharing](https://drive.google.com/file/d/1g32Fbrms6tGXIo0M_q3ppqB1bAqcdhOU/view?usp=sharing)

Screenshot of the Event:

[https://drive.google.com/file/d/1Ng0AKz9M3cZ0nknfNS\\_VUdWqceaM04K1/view?usp=sharing](https://drive.google.com/file/d/1Ng0AKz9M3cZ0nknfNS_VUdWqceaM04K1/view?usp=sharing)

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Aunshumitra Mustafi

Jahira Hossain

Madhulina Bauri

Sanjana Dutta

Asmi Banerjee

18 others

You

Microphone icon

Video icon

Screen share icon

More options icon

End call icon

Info icon

24 participants icon

Chat icon

Settings icon

People

Add people

In call

Sudipta Saha (You)

ANISH PAL

Archismita Rajguru

Asmi Banerjee

Aunshumitra Mustafi

Bishal Saha

Falguni Maity

Indra Kumar Chauhan