

Intra-campus Debate on “Advertising or Perverting?”

As part of the Campus Integration Initiative, we propose to organize an Intra-campus debate on the above-mentioned topic.

Issues to be addressed: Advertisements (especially on the small screen) are a powerful and popular visual reflection of changing trends, social values and norms of behavior apart from being a tool to sell products and create a brand image. The question that needs to be addressed is whether advertisements today make tall claims and propagate stereotypes, gender-based values as well as distorted perceptions that may influence vulnerable sections of society, especially children.

Do such advertisements outnumber “good” advertisements that draw attention to positive social values, humor and creativity? Is advertising slowly becoming “perverted” by aggressive marketing hardsell that intends to achieve brand recall without giving a thought to the social and psychological influence it may wield on the viewers? Or is there still hope in a world that revolves around sales targets at the cost of the consumer’s gullibility?

Further details of the program are as follows:

Day and date: 9th September 2010

Time: 2:00 pm to 5:00 pm

Venue: SPJIMR Auditorium

Last date for registration by participants: 25th August 2010

Format of the debate:

- Each institute will put a faculty member in charge who will depute a team of two students (one for and one against the topic). Five teams (one each from SPCE, S.P.I.T, SPJIMR, Bhavan’s College and BCIDS) will participate in the debate.
- The participants and audience will be shown a visual clipping of various advertisements.
- The debate will begin with a round of introductory speeches by members of the proposition (supporting advertisements as they exist today) and members of the opposition (against advertisements as they exist today) of 2 minutes each.
- This will be followed by a cross fire round of 30 minutes between members of the proposition and the opposition; this will be moderated by a faculty member. Marks will be awarded to individual members for refutation and logical rebuttal.
- Members of the audience will be allowed 15 minutes to ask questions to the participants.

- The performance and content of the teams will be evaluated by a panel of judges from the advertising field, communication skills area and from industry.
- Trophies will be awarded to two best teams (based on total marks) and a cash prize of Rs.1,000/- will be awarded to the best question from the audience. Two best speakers will be awarded cash prizes of Rs.750/- and Rs.500/-.
- All queries regarding the program should be directed to madhavi.gokhale@gmail.com

We look forward to whole-hearted cooperation from your institute in our endeavour to make this debate a success in terms of giving our students a common intellectual platform and providing them a shared, valuable learning experience.