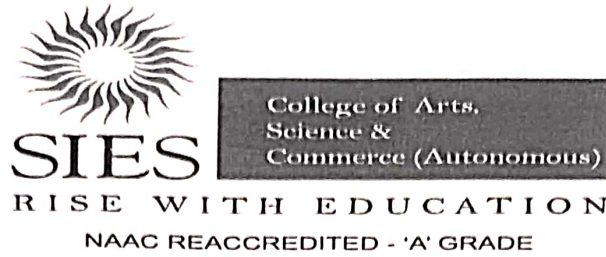


2022-2023

AC-1



The Department of Mass Media

Report on the online workshop

Date: 27th September, 2022

Report on workshop

Title: How to Analyze and Evaluate an Advertisement copy

An online workshop on 'How to analyze and evaluate an Advertisement copy' was organized by the Department of Mass Media on Tuesday, 27th September, 2022 at 4pm on Ms Teams channel respectively.

Objectives:

- To understand the importance of ad copy analysis in advertising.
- To identify the key elements of an ad copy
- To provide insights into analyzing and evaluating ad copy quality.

Resource Person:

The workshop was conducted by Dr. Vaneeta Raney, Course Coordinator with 75 students of FYBAMMC 2022-23 under the Course: Fundamentals of Mass Communication respectively.

Methodology:

- The workshop began with a theoretical understanding and practical applications of the importance of Headlines, Body Copy, and Visual Elements; including images, graphics, and videos, call to action, and branding.
- The different methods for analyzing ad copies were explored.
- The workshop was conducted with broadsheets and tabloids.

Outcome:

The feedback of participants reflects the following points:

The students engaged in interaction with the resource person and participated in ad copy analysis. The methods to analyzing and evaluating ad copy quality were discussed.

The workshop helped them to understand:

- **How to Analyze and Evaluate an Advertisement copy**
- To identify the eight elements of copy
- To inculcate the copywriting skills

Annexure to the report:

1. Attendance

Meeting Summary

Total Number of Participants 76
 Meeting Title 14. Fundamentals Of Mass Communication (FMC)
 Meeting Start Time 9/27/2022, 3:55:50 PM
 Meeting End Time 9/27/2022, 5:53:09 PM
 Meeting Id 4274e902-8665-43c9-aded-1e8ad26f457f

Full Name	Join Time	Leave Time	Duration	Email	Role	Participant ID (UPN)
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Attendance 2

Vaneeta

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