

Karumbu Thinna Cooliya?

Guest lecture on Advertising

The Department of Visual Communication recently organized a guest lecture on Advertising for the II UG students, which took place on 22nd February 2023 in the Viscom Lab. The session was led by Mr. Chockalingam. S, Co-founder/ Director, Opn Advertising Private Limited, who addressed the students on the topic, “Karumbu Thinna Cooliya”.

The event was graced by Rev. Fr. Irudayaraj, SJ, Head, Department of Visual Communication, who welcomed the gathering and highlighted the relevance of the session. Dr. Nidhya, Coordinator, Department of Visual Communication, introduced Mr. Chocka to the students and explained the magnitude of the event.

Mr. Chocka started the session with an icebreaker segment where he spoke about his experiences in campus and how he enrolled himself in Viscom on a whim. He interacted with the students by raising random questions and listening to them patiently. He shared a series of advertisements that inspired him to take up this profession, which the students enjoyed. These classics, which were fairly old, were seen by most of the students for the first time. Mr. Chocka then proceeded to play some of his work and decoded its meaning. He also explained how they brainstormed ideas for the Ad campaigns. His stories of how they came up with these ideas were fascinating, and the students got to understand the process behind creating an impactful and memorable Ad.

During the Q&A session, the students got the opportunity to clarify their queries and received some tips to fine-tune their skills. The doubts ranged from technical nuances about the craft to doubts about building a strong imprint in the minds of the people. Deepan S, a II-year student, thanked the resource person for his valuable insights and captivating the hearts and minds of the students effortlessly.

The session ended with a group photo for everyone to cherish later. The students of 21UVC found a new addition to their favourites list with Mr. Chocka. Overall, the lecture was an enlightening experience for the students as they got to learn from a seasoned professional in the field of advertising.







Photos and Article by *Praneth N J*