

# SEMESTER - 4

EDU 402 COURSE ON EPC 4:


Understanding the Self

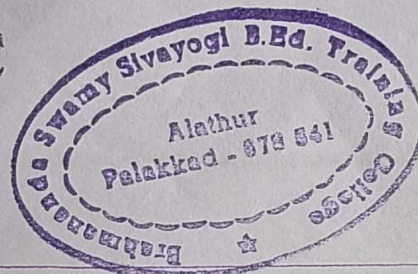
## Workshop 3

Deconstructing the message of  
Advertising (in the Audio-Visual  
Media)

Submitted to

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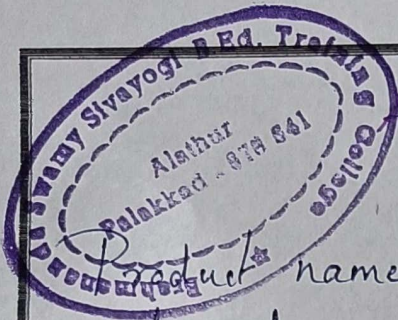
Submitted by

Grofika.CS

Roll no: 28

Mathematics.





## ADVERTISEMENT

Product name : "Punchiri Mouth" wash  
characters : Mother of Bride  
Father of Bride  
Bride  
Friends of Bride  
Groom  
Groom's parents, Sister and friends.

Theme of our Group :

The product that we chose was a mouthwash and we named the product as "Punchiri". Theme of our advertisement is Girl seeing ceremony and we showed how the mouth wash is connected to that theme. The benefits of this particular product is portrayed in our advertisement.

SCRIPT :

Scene 1 :

Daughter seeing ceremony. The family of Boy is sitting there and girl's father talks to them.

Girl's father : Santha... call our daughter

mother : Molae Ramani.....



The girl came and gives tea to everyone and

greet them

Girl's father : Then let bride & groom go and take.

Boy's father : It is his 36<sup>th</sup> daughter seeing ceremony, does he have anything to talk about?

(Boy rushes to talk to the girl)

### Scene 2.

The boy and the girl are talking.

Boy : what's the name

Girl : Ramani, what is your name.

Boy : Sumesh. O

(The girl faints because of his bad breath)

### Scene - 3.

Boy's friend came and gave a solution for his problem. The friend gave a mouth wash named "Punchiri mouth wash".

Friend : Here is the solution to your problem.

Boy uses the mouthwash then he call his girl

Boy : Ramani .....

Suddenly she wakes up and dance with the boy while a music plays in the background.

Boy : The solution for my Halitosis is  
"Punchiri" mouth wash



To avoid halitosis : Use Panchini mouth wash.  
To destroy oral bacteria in the mouth  
: Use Panchini mouth wash.  
For a good smile : Panchini mouth wash  
Big smile for a small price : Panchini mouth wash.

## REPORT

As a part of our B.Ed curriculum, our practical course enhancing professional capacity 4: Understanding the self, we conducted a workshop on 'Demonstrating the message of advertising' in order to perform the task, the class was divided into each optional group. Each optional group selected a product and prepared a script to perform.

We the mathematical option chose a mouth wash, we named the product as "Panchini". Commerce option's advertisement about chappal they named it as "charapana chappal". Then English chose a advertisement of dating app called "First with Flirtigo". Physical option selected Munde named "Kavalam mandu" and Social Science option chose was a toilet cleaner Shaafic.

All the groups performed very well. All the team members had role in the advertisement. We







Successfully completed the task under the guidance of ma'am.

In our group discussion we discussed about many advertising product at last we selected "mouth wash" as our product. Then we started making script. All members in our group contributed their view and ideas to be include it and also to enhance the quality of advertisement.

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