



Celebrating
150th Birth Anniversary
of Great Visionary
Mahamana Pt. Madan Mohan Malviya

Department of Applied Arts
Organized a
NATIONAL
SEMINAR ON

MODERN

Television

Radio

E-mail

Network

Design

Sales promotion...

IN
ADVERTISING

24th to 25th February, 2012

Department of Applied Arts
Faculty of Visual Arts
Banaras Hindu University, Varanasi, UP, India
www.bhu.ac.in

NATIONAL SEMINAR ON **MODERN TRENDS IN ADVERTISING**

24th to 25th February, 2012

Organized by

Department of Applied Arts

Faculty of Visual Arts, BHU, Varanasi - 221005, UP

[www.bhu.ac.in/events/seminar & conferences](http://www.bhu.ac.in/events/seminar&conferences)

Faculty of Visual Arts

The Faculty of Visual Arts, BHU has established in 1950 under the great art visionary and founder of Bharat Kala Bhawan by Sri Raikrishnadas. Faculty have five departments including Applied Arts, Painting (*Mural and Printmaking*), Textile Design, Plastic Arts (*Sculpture and Pottery Ceramic Design*).

Department of Applied Arts

Department of Applied Arts, FOVA, BHU has established in 1970 for the thought to establish a connection with Industry, professionals and artist in the field of commercial arts especially in Graphic Design. Department provide a basic and contemporary Graphic Design education with latest curriculums as per the need of industry for providing the young, energetic and creative minds to Advertising and Media Industry.

Introduction About Seminar

The general means of 'Advertising', whichever openly sponsored offering of thoughts, goods and services all the way to public, through various methods of communication. From entrepreneurs in ancient Egypt used criers to announce ship and cargo arrivals. As the time passes printing was introduced, which helps in modern advertising. After the influence of salesmanship begin to introduce itself into public notice in the 18th cent., the present elaborate form of advertising starts shopping. The advertising agencies, working on a commission basis, has been predominantly responsible for this evolution.

Advertising in India is a highly competitive business. Today's consumer are aware of their need and market as well, so in this case no business can survive for long time without advertising. Today, advertising agencies are precisely taking care of consumer needs and provide creative designs with great concept & ideas.

75 per cent of the population getting aware of products and services through print and television commercials, and almost the entire population through radio. The Indian viewer ship exhibits brand name recognition of both foreign and domestic products and services. With value added information such

as readership surveys, television rating points, audience profiles, and opinion polls available to marketers, the sophistication of advertising in India is at par with world standards. The world's leading advertising agencies (O&M, JWT, BBDO, Young & Rubican, Low Lintas, McCann Ericsson, Leo Burnett and a host of others) have a major presence in the Indian market.

Aim of the seminar

The major Indian advertisers deal with Indian public, with these chief media which are newspapers, magazines, television and radio, business publications and billboards. "Internet" the incredible invention of new era, which helps advertisers as easy, fast and effective media. Advertising introduced as marketing tool, but as the time passes, it involve in various disciplines of education like – Natural Sciences, Social Sciences, Humanities, Formal Sciences, Professions, Applied Sciences and many other fields as associated with advertising for their promotion and expansion.

Make the valuable effort for the establishment of the modern methods and ideas, to enhancing the impact and power of Advertising. Our thoughts of one opinion will help for the recognition of modern advertising trends. The main goals of this workshop are to aware people about the innovation in the world of advertising and also give them freedom to present their thoughts and ideas over contemporary advertising methods. How we contribute for the recognition and establishment of the "Modern Trends in Advertising".

Our objectives for the national seminar are embedded within number of Research paper presentations, lectures and your own experience over the modern trends of advertising. The specific objectives of this activity are:

1. To introduce seminar attendees the modern trends of advertising.
2. To introduce seminar attendees how new technologies and medium are changing the advertising tradition.
3. To provide the attendees a basic comparisons between traditional and modern techniques of advertising.
4. Together we make an attempt for the recognition and establishment of the modern trends in advertising.
5. To discuss the best way to figure out modern advertising industry trends.
6. To share the insights about the possible evolution and future of advertising innovations.

Some topics for discussions in the Seminar :

1. Role of media for modern advertising.

2. Role of technology for modern advertising.
 3. Role of social media for modern advertising.
 4. Role of copy writing in modern advertising.
 5. Role of languages in modern advertising.
 6. Role of culture for modern advertising.
 7. Social Challenges for Modern Trends in Advertising.
 8. Challenges posed by global economic trends for modern advertising.
 9. Rural/ Urban market and efforts of modern advertising.
 10. Role of institution for modern advertising.
 11. Role of religion in modern advertising.
 12. Why changes needed in advertising.
 13. Inspirations for modern trends in advertising.
 14. New additions in advertising media and marketing methods.
 15. The fundamental aspects of modern advertising.
 16. Role of mass communication for modern trends in advertising.
 17. Global changes in economic trends challenges for advertising agencies.
 18. Comparison between traditional and modern techniques of advertising.
 19. Role of Graphic Design/Illustration/ Photography/ Typography in modern trends in advertising.
 20. Challenges of Art Directors/ Visualizer and Graphic Designer for modern trends in advertising
 21. Challenges for Creativity in modern trends in advertising.
 22. Role of Brand Ambassadors for modern trends in advertising.
 23. Challenges of Entertainment Industry (Film/TV/ Radio) for modern trends in advertising.
 24. Challenges of Media (Print/ Electronic/ Web) for modern trends in advertising.
 25. Challenges of Art (Painting/ Sculpture/ Installation etc.) for modern trends in advertising.
- and many more ...*

for more details please contact :

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Registration Form

Name (In Block Letters)

Designation

University/ Institute/ College

Mailing Address

Contact No.

E-mail

Bank Draft No./ Cheque No./Cash

Signature

Important Notes:

1. Last Date for Submission of Abstract : 10 February, 12
2. Last date for receiving of Full paper : 15 February'12
3. You may also Submit abstracts and full paper online at
e-mail : advertisingtrends2012@gmail.com
4. Bank Draft/ Cheques are send to '**Modern Trends in Advertising**' payable at Varanasi.

Registration Fee:

For Post Graduate Students	: Rs. 500.00
For Research Scholar and Academicians	: Rs. 1000.00
For Outsider Participants	: Rs. 1500.00

for any other enquiry please contact

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