



MBS INTERNATIONAL SCHOOL

Lingua Franca English 2020

SESSION 2020-21

Name of the Activity: Razzmatazzing

Topic: Advertising a book

Objectives:

- To develop confidence and enhance student's public speaking skills.
- To enable students, acquire the knowledge of the process of advertisement.
- To help students learn about consumer interests and promotion of products.

“Creativity without strategy is called art, creativity with strategy is called advertising.”

As part of our efforts to make our students utilize this period of lockdown towards meaningful learning MBS International school organized Lingua Franca English Week as part of E-learning.

The students of grade VIII became ad gurus when they advertised their favourite books through beautifully designed posters. The activity provided students a space to demonstrate their understanding of the media world of advertisements. Through the activity they showcased that they have the knack to advertise with such a conviction and win hearts. It was delightful to witness students participating online with confidence and alacrity.

Parameters/ criteria to access competition

- Impact
- Aesthetics of display
- Clarity and expression
- Originality of work
- Knowledge

Result of the competition (Grade VIII)

S.NO	Student Name	Class	Positions
1.	Muskan Pathak	VIII B	I
2.	Rishika Kumari	VIII A	II
3.	Alaysha Gupta	VIII B	III

Activity Incharge
Ms. Tanveen Kalsi