



JOSH
Talent
League '23

Event Brochure

A War Between the Houses
Darwin - Kalam - Chawla - Curie



PRESENTED BY
JOSH

Judging criteria: Creativity,
persuasiveness, communication and
presentation skills.

EVENT CATEGORY

Tamil (SUPER SENIORS)

Vilambara Idaiveli (விளம்பர இடைவெளி)

Event Rules:

- **Team Event:** This competition is designed to be a team event, with each team consisting of three members. Participants collaborate within their teams to create and present their advertisements. This event provides a dynamic platform for Super Senior participants to work together in a team, demonstrating their creativity and communication skills in designing and presenting advertisements while adhering to language guidelines and time constraints.
- **Maximum Number of Teams:** A maximum of 3 teams per house are eligible to participate in this event. Each team consists of a maximum of 3 members. This limit ensures that the event remains manageable while allowing a diverse set of teams to engage.
- **Minimum Standard Representation:** To encourage participation across standards (grade levels), it is mandatory to have a minimum of at least one team member from each standard. This requirement promotes inclusivity and ensures a broad range of participation.
- **Advertisement Duration:** The duration of the advertisement should be for a minimum of 120 seconds (2 minutes) and a maximum of 180 seconds (3 minutes). This duration constraint challenges teams to convey their message effectively within the specified timeframe.
- **On-the-Spot Topic:** Teams will receive their advertisement topic on the spot, introducing an element of spontaneity to the event, showcasing their ability to think creatively and respond quickly.
- **Topic and Order Determination:** Topics for advertisements and the order of performance will be decided through a random drawing of lots. This random selection process ensures fairness in topic assignment and performance order.
- **Language Requirements:** All the contents of the advertisement, except for the product's name, should be presented in Tamil. The use of English words within the advertisement will result in negative points. The product name should be unique.
- **Content Evaluation:** Participants will be judged primarily based on the content of their advertisement. Judges will assess the creativity, persuasiveness, and effectiveness of the advertisement.
- **Query Session:** After each team's performance, a query session will be conducted, allowing judges to ask questions and teams to provide further insights or explanations about their advertisement.
- **Equal Team Participation:** Team members must ensure that all members actively participate in the advertisement creation and presentation. Equal participation among team members is encouraged.
- **Disqualification:** Anything (language / gesture / etc.) not deemed decent by the judges will lead to immediate disqualification.