

Mangalore: Film Appreciation, Ad Clubs to be Inaugurated at SAC on Aug 27

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MANGALORE, AUG 25, 2010: Ellipsis, open-for-public film appreciation club and AdReel, an ad club will be inaugurated in the Xavier Block Auditorium of St Aloysius College (SAC) here on Friday August 27.

The clubs will be inaugurated by advertising pioneer, Sudhir Ghatе, CEO of Magnum Infographics. Ronald D'Souza of Alliance Francaise will grace the occasion. The inauguration will be followed by a short movie, 'Glass.'

About Ellipsis and AdReel: The film club and ad club have been initiated by department of mass communication and journalism, St Aloysius College. Ellipsis will have regular movie screenings for students and public every Saturday afternoon followed by a discussion and analysis. Long term plans of Ellipsis include organizing film festivals, seminars and discussions on films for adults and children, and thus contribute to a critical appreciation of movies.

AdReel offers its members a forum to exchange ideas about advertising, learn about industry trends, analyze historic and contemporary advertising materials, recognize excellence, and help build a stronger advertising and marketing community. AdReel meets every Tuesday between 3 and 4 pm.

Film Club Ellipsis is a joint venture of mass communication department and Alliance Francaise. It will hold its screenings on every second and fourth Saturday. The first screening will be Les Choriste (The Chorus, 2004), a French film by Christophe Barratier.