

Talent Corner

Poem — The sky

Among the grass I love to lie,
And watch the soft clouds passing by.
Many pictures there I see,
Although far from me.

So clear and white,
As I see from the site.
On the rugged mountain's crests,

White birds seeking their nests.

Over the bright sunset bars,
Fairylands most surely are.
With the golden lakes,
Over the sun flakes.

Aryan Bhagat, Stephens International Public school, Rs Pura

Poem — Life is a beautiful dream

Life is full of struggle,
We face too much trouble
Don't take too much stress,
Make your mood refresh.

Life is a long journey,
So spend it with ceremony,
Enjoy every little moment,
Try to give your hundred percent.

Life has so many colour,
Put every colour with fervour,
Each colour teaches you something,
Take it easy and stop overthinking.

Life is a feeling, an emotion,

Don't make it a dealing,
Listen to your heart,
And live it like an art.

Life is a vehicle,
Which shows you obstacle,
So don't let yourself weak,
And try to reach at the peak.

Life is a beautiful dream,
Enjoy it like a gleam,
Fulfill it with sweet memories,
And treat it like your own families.

Sofia Jangral, Bari Brahmana

SUDOKU

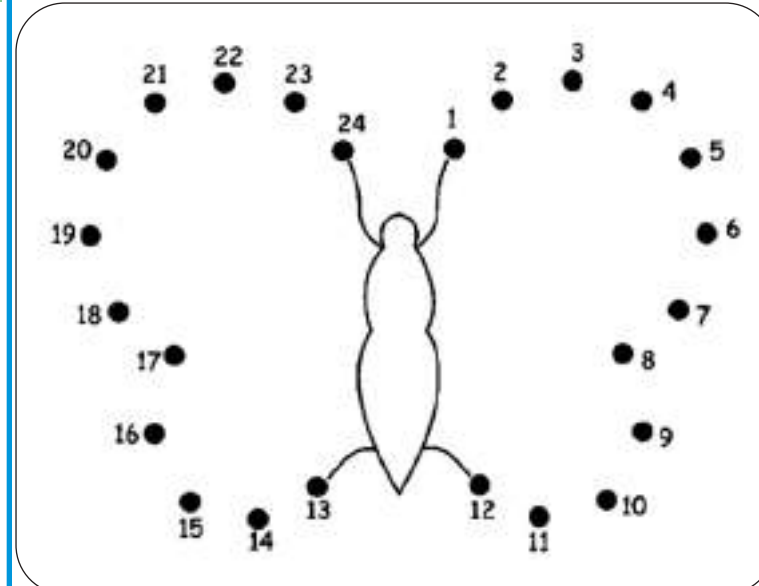
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SOLUTION OF LAST WEEK SUDOKU								
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MAZE



COMPLETE THE PICTURE



CAREER AID

Advertising

Advertising is the means of informing as well as influencing the general public to buy products or services through visual or oral messages. A product or service is advertised to create an awareness in the minds of potential buyers. Some of the commonly used media for advertising are T.V., radio, websites, newspapers, magazines, bill-boards, hoardings etc. As a result of economic liberalization and the changing social trends advertising industry has shown rapid growth in the last decade.

Advertising is one of the aspects of mass communication. Advertising is actually brand-building through effective communication and is essentially a service industry. It helps to create demand, promote marketing system and boost economic growth. Thus advertising forms the basis of marketing.

Advertising plays a significant role in today's highly competitive world. A career in advertisement is quite glamorous and at the same time challenging with more and more agencies opening up every day. Whether it's brands, companies, personalities or even voluntary or religious organizations, all of them use some form of advertising in order to be able to communicate with the target audience. The salary structure in advertising is quite high and if you have the knack for it one can reach the top. It is an ideal profession for a creative individual who can handle work-pressure.

Today, new areas are emerging within advertising like event management, image management, internet marketing etc. Event management wherein events are marketed, Image management wherein a particular profile of an individual or an organisation is projected. Internet marketing has also brought about a lot of changes in advertising as Internet means that one is catering to a select group of audience rather than a mass audience.

Educational: Most advertising agencies recruit candidates with a formal management or advertising/mass communication qualification. Preference is given for MBA's for posts in the market research, client servicing and media planning departments.



In the creative department, on the other hand, a general BA with a command of the language of communication plus knowledge of designing packages like Photoshop, coral draw or fine arts is the requirement.

There are also specialised courses in advertising/mass communication at diploma level and post graduate level for which basic qualification is graduation. However, advertising is also offered as a subject for the graduate degree course in mass communication studies at certain institutions for which minimum qualification is 10+2. In addition there are also certificate courses for which 10+2 is enough.

Colleges and Institutes:

Acharya Prafulla Chandra College (APC College), North 24 Parganas

New Barrackpore ,
North 24 Parganas (North 24 Parganas Dist.) - 700131
West Bengal

Gokhale Memorial Girls College, Kolkata
1/1 Harish Mukherjee Road ,
Kolkata (Kolkata Dist.) - 700020

West Bengal

Jai Hind College, Mumbai

Basantsing Institute of Science and JT Lalwani College of Commerce,
Admissions Office, "A" Road,
Churchgate , Mumbai (Mumbai Dist.) - 400 020

Janki Devi Memorial College, New Delhi

Sir Ganga Ram Hospital Marg ,
New Delhi (Delhi) - 110060

Delhi

Vivekananda College, New Delhi

Vivek Vihar, Shahdara , New Delhi (Delhi) - 110095

Delhi

Government Mahakoshal Arts and Commerce Autonomous College, Jabalpur

Pachpedhi Civil Lines ,
Jabalpur (Jabalpur Dist.) - 482001

Madhya Pradesh

Delhi College of Arts and Commerce, New Delhi

Netaji Nagar , New Delhi (Delhi) - 110023
Delhi

HR College of Commerce and Economics, Mumbai

123, Dinshaw Wachha Road, Churchgate ,
Mumbai (Mumbai Dist.) - 400020

Maharashtra

Madras Christian College (MCC), Chennai

Velachery Main Road, East Tambaram ,
Chennai (Chennai Dist.) - 600059

Tamil Nadu

GGSDS College (Goswami Ganesh Dutta Sanatan Dharam College), Chandigarh

Sector 32-C , Chandigarh (Chandigarh)
Chandigarh

Manipur University, Imphal

Canehipur , Imphal (Imphal Dist.) - 795003
Manipur

If you have any ideas, poems, stories,
paintings that you would like to share with us,
please send it to

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AMPHALA, JAMMU, 180001

or send via email to statetimes1@gmail.com