

Talent Corner

Poem — Corruption

Corruption- the people of narrow thought,
Anti-Corruption-the people of broad thought.
Corruption is a kind of disaster that results in shame,
The evil never care for helpless but their name.

Nepotism, Cronyism, Embezzlement, Extortion,
Corruption sells the conscience of a man to auction.
The virtue of honest sigh them a relief,
The vice of corrupt feel them of a thief.

Corruption-the wickedness an evil of one type,
Only the disheartened can express in gripe.
A student visit an office when, Wait! said by the officer if then.

Waiting for hours in "No". Where an individual then can go.
Not getting a particular job, Corruption takes the people to rob.

For the work to be done, Bribe is the payment of bone.
Poor suffer, helpless disheartened and the intelligent struggle,
Corruption the cause of these - the evil like smugle.

Will this corruption come to an end!
It can end when thought of the people will mend!
To end this evil at grass-root level,
By slapping the corrupt who are devil.

Rajat Kumar, Ph.D Scholar

Poem — Father

You are behind every carefully checked step of my life,
Along with my mother who is your wife.
Without your help I was not able to work rife,
And my life would resemble cutting pebble with blunt knife.

Every step of mind is under the supervision of your eyes,
While taking decisions, you are so wise.
Following your advice,
My performance subsequently rise.

You fulfilled every requirement of mine,
Even before it was demanded my cine.
You provided me healthy, delicious meal even before you dine,

For me you have made everything fine.
I am so glad,
By God's grace, to have such a great dad.
In your presence, no one can feel sad,
And what you want from me is just a tad.

Now it's time to make you feel proud,
That's all my inner voice saying so loud.
And also in a peaceful, royal place away from huge crowd,
After all, making a confidently, relaxed rout.

Sahaj Sabharwal

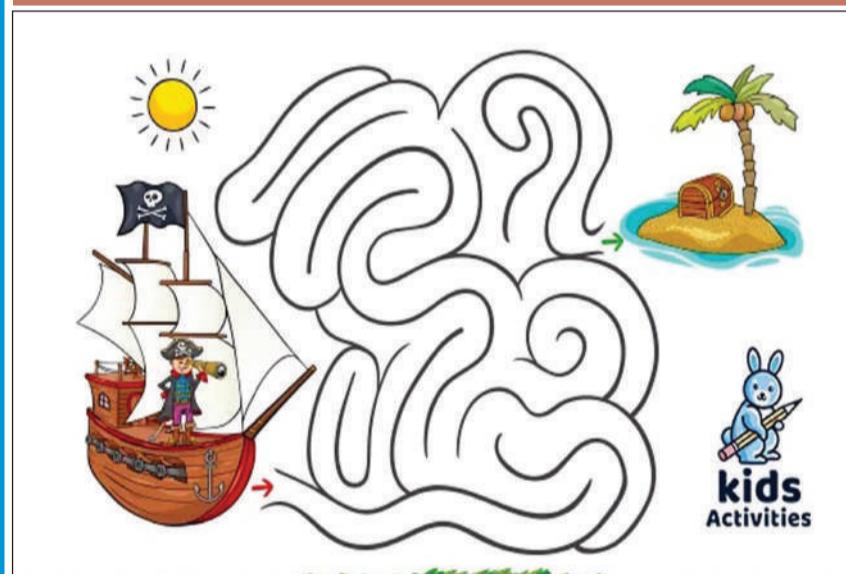
SUDOKU

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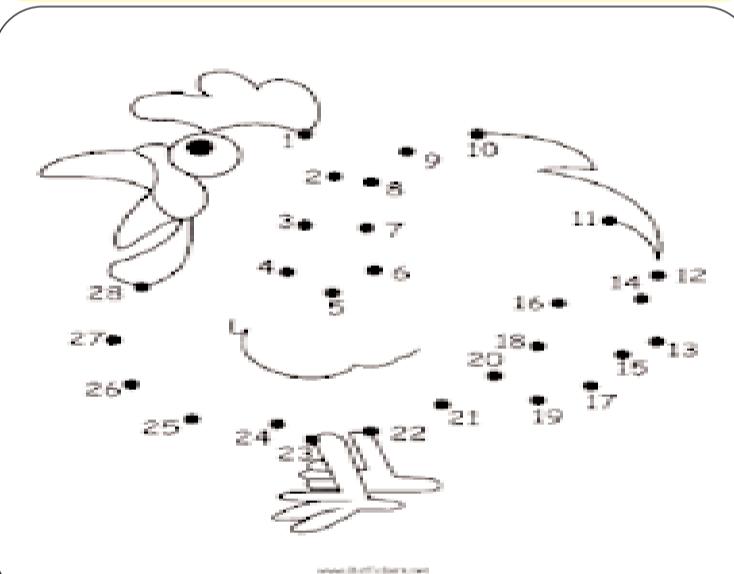
**SOLUTION
OF
LAST
WEEK
SUDOKU**

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| 7 | 5 | 3 | 9 | 8 | 1 | 2 | 6 | 4 |
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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 glamourous 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 Qualification :

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, corel 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:

Jamia Millia Islamia, New Delhi

Maulana Mohammad Ali Johar Marg,

Jamia Nagar ,

New Delhi (Delhi) - 110025

Delhi

Manipal University Bangalore Campus, Bangalore

GKV Post, Bellary Road,

Allalasandra, Yelahanka ,

Bangalore (Bengaluru Dist.) - 560065

Karnataka

Cochin University : School of Management Studies, Kochi

CUSAT, Cochin University P.O ,

Kochi (Ernakulam Dist.) - 682022

Kerala

Womens Training Institute (YWCA of Delhi), New Delhi
YWCA of Delhi 1,
Ashoka Road , New Delhi (Delhi) - 110001

Delhi

MET Institute of Mass Media (MET IMM), Bandra (W)
MET Complex, Bandra Reclamation,
Bandra (W) (Mumbai Suburban Dist.) - 400050

Maharashtra

RNB Global University (RNBGU) : School of Journalism and Mass Communication, Bikaner

RNB Global City, Ganganagar Road ,

Bikaner (Bikaner Dist.) - 334601

Rajasthan

Jahangirabad Media Institute, Barabanki

Jahangirabad Qila ,

Barabanki (Barabanki Dist.) - 225203

Uttar Pradesh

Devi Ahilya Vishwavidyalaya, Indore

Nalanda Campus, R. N. T. Marg,

Indore , Indore (Indore Dist.) - 452001

Madhya Pradesh

Indian Institute of Journalism, New Delhi

Janakpuri , New Delhi (Delhi).

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

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or send via email to statetimes1@gmail.com