

NAME : POOJA K N
DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY
COLLEGE : GOVERNMENT COLLEGE OF TECHNOLOGY
NAAN MUDHALVAN COURSE: DIGITAL MARKETING
NAAN MUDHALVAN ID : 24E829166FBF62F874E4071A81787A39

ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress. Customize the theme design and post new article with 500 words.

Blogspot:

<https://classicaldance47.blogspot.com/2023/10/classical-dance.html>

WordPress:

<https://wordpress.com/post/biotech064.wordpress.com/17>

The screenshot shows a web browser window displaying a WordPress blog post. The browser's address bar shows the URL <https://wordpress.com/post/biotech064.wordpress.com/17>. The page content features a dark header with the WordPress logo and a blue plus icon. Below the header, the title "Classical Dance" is displayed in white. The main text area has a dark background and contains the following paragraph: "Dance is an ancient and celebrated cultural tradition in India. Folk dances abound all across the country, and huge crowds of people can be found dancing at festivals and weddings. Dance and song features heavily in Indian cinema (so-called 'Bollywood' films), too. But where does Indian dance draw its roots from? Here are six of the most important classical dance forms of India. Bharatanatyam is a dance of Tamil Nadu in southern India. It traces its origins back to the Natyashastra, an ancient treatise on theatre written by the mythic priest Bharata. Originally a temple dance for women, Bharatanatyam often is used to express Hindu religious stories and devotions. It was not commonly seen on the public stage until the 20th century. The dance movements are characterized by bent legs, while feet keep rhythm. Hands may be used in a series of mudras, or symbolic hand gestures, to tell a story." Below the text is a small blue plus icon. On the right side, a sidebar titled "Post Block" contains a "Summary" section with the following details: "Visibility: Public", "Publish: August 30 2:30 pm", "Template: Single Posts", and "URL: biotech064.wordpress.com/2023/08/30/classical-dance/". There is also an unchecked checkbox for "Stick to the top of the blog" and a section for "AUTHOR" with the name "poojanatarajan47" and a dropdown arrow. At the bottom of the sidebar are two buttons: "Switch to draft" and "Move to trash". The browser's taskbar at the bottom shows the system clock as 15:05 on 29-10-2023, along with various application icons and a weather widget indicating 33°C and "Mostly cloudy".

2. Create a new Facebook business page and post one social media poster for your brand.

https://www.facebook.com/classical.dance.2023/about_overview


WELCOME

CULTURE

TRADITION

HERITAGE

PHYSICAL FITNESS



AWESOME!

REGISTRATION STARTS SOON

Classical dance is a traditional form of artistic expression that has its roots in various cultures around the world. It is characterized by its intricate and precise movements, graceful postures, and often follows a specific set of rules and techniques. Some well-known classical dance forms include Bharatanatyam from India, ballet from Europe, Kathak from North India, Odissi from Eastern India, and many more. Each classical dance style has its unique features, music, and costumes, making it a rich and captivating art form.

Indian classical dancing started around 200 BCE in India, as a joyful and celebratory activity, often in devotion to Hindu deities. Many of the performances are choreographed to retell stories of the gods and other historical accounts. All styles of Indian classical dance are vibrant, expressive and spiritual. Dance performances usually take place at festivals, universities, various cultural events, and more

POOJA CLASSICAL DANCE TEAM

goodvibes

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3. Create and design a social media advertisement poster using canva.

<https://classicaldance47.blogspot.com/2023/10/social-media-advertisement-post-using.html>



4. Create email newsletter design using Mailchimp or canva tool.

<https://classicaldance47.blogspot.com/2023/10/blog-post.html>

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