

NAAN MUDHALVAN  
ASSIGNMENT  
DIGITAL MARKETING

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Assignments:

1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.
2. Create a New Facebook Business Page and post one social media poster for your brand.
3. Create and design a social media advertisement poster using canva.
4. Create email newsletter design using MailChimp or canva tool.

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

- Create a Blog:

Go to the Blogspot website ([www.blogger.com](http://www.blogger.com)).

Sign in with your Google account.

Click on "Create New Blog" and follow the setup wizard.

- Choose a Theme:

After creating your blog, click on "Theme" in the left sidebar.

Browse and select a theme that you like.

- Customize the Theme:

Click on "Customize" to make adjustments to the theme's layout, colors, and fonts.

- Create a New Post:

Click on "New Post" in the left sidebar.

Write and format your 500-word article.

- Publish the Post:

After finishing your article, click "Publish" to make it live on your blog.

## BLOGGER WEBSITE :

Blogger Website url: <https://www.blogger.com/blog/posts/8892982512720681664>



## BLOG:

Blog url: [Unveiling the Musical Odyssey of A.R. Rahman \(sundarzz.blogspot.com\)](http://sundarzz.blogspot.com)

### Introduction

In the vast and diverse landscape of music, there are a rare few who can touch the strings of the heart and create a symphony that resonates across generations. A.R. Rahman, a name that needs no introduction, stands as a towering figure in the realm of music. His journey from a young prodigy to a global musical icon is a testament to his unparalleled talent, innovation, and relentless passion. Join us as we embark on a journey to unveil the captivating musical odyssey of A.R. Rahman.



## Harmonizing Beginnings

The story begins in Chennai, India, on January 6, 1967, where A.R. Rahman was born as A. S. Dileep Kumar. Raised in a musical family, his father's legacy as a composer laid the foundation for Rahman's future. Yet, destiny had its own plans. Rahman's father's untimely demise forced him to shoulder responsibilities at a tender age, nurturing a resilience that would become his hallmark.



## The Birth of a Maestro

Rahman's tryst with destiny began when he started working as a session musician and later formed the band "Roots" with his friends. However, it was his collaboration with filmmaker Mani Ratnam that marked the dawn of a new era. The soundtrack of "Roja" (1992) not only captured the essence of the film but also introduced a fresh blend of sounds that transcended boundaries.

The term "Mozart of Madras" was coined for Rahman, encapsulating his ability to weave intricate melodies that spoke directly to the soul. His compositions weren't merely songs; they were emotions that touched the deepest corners of the heart.



### Revolutionizing Music

Rahman's music isn't confined by the shackles of genre; it's a symphony of experimentation and innovation. He effortlessly merges traditional Indian tunes with contemporary elements, creating an intoxicating concoction that appeals to both the young and the old. From the electronic beats of "Dil Se" to the soul-stirring melodies of "Lagaan," his versatility knows no bounds.



While Rahman had already established himself as a musical genius in India, his global conquest began with "Slumdog Millionaire" (2008). The film's soundtrack not only won him two Academy Awards but also introduced his brilliance to a global audience. With a fusion of Eastern and Western elements, Rahman showcased his ability to transcend cultural barriers through his music.

### Notes of Impact

Beyond the realm of melodies, Rahman's music carries messages that resonate with society. His composition "Vande Mataram" rekindled the spirit of patriotism, while tracks like "Rang De Basanti" and "Taal" urged the youth to break free from societal constraints. Rahman's philanthropic efforts further reflect his commitment to using music as a force for positive change.



### Conclusion: The Melodic Legacy

As we conclude our journey through the musical odyssey of A.R. Rahman, we're left in awe of the indelible mark he's left on the world. His compositions aren't just tunes; they are a journey of emotions, a testament to the power of human expression. From the slums of Chennai to the grandest stages of the world, Rahman's music has woven a narrative of dreams, struggles, and triumphs. It's a reminder that in the tapestry of life, every note matters, and every melody has the potential to touch a chord deep within our souls.

2. Create a New Facebook Business Page and post one social media poster for your brand.

- Create a Facebook Business Page:

Go to Facebook and log in to your personal account.

Click on the "+ Create" button in the top-right corner.

Select "Page" and choose the type of page you want to create .

Follow the on-screen instructions to fill in your business information, including the page name, category, and description.



- Customize Your Page:

Add a profile picture (usually your brand's logo).

Add a cover photo that represents your brand or a current promotion.

Fill in your "About" section with important business details.

- Create a Social Media Poster:

Use a graphic design tool like Adobe Spark, Canva, or even Facebook's built-in tools to create your social media poster.

Design the poster with your branding elements, such as colors, logos, and a clear message.

Include a visually appealing image or graphic.

- Post Your Social Media Poster:

Go to your Facebook Business Page.

Click on the "Create Post" button.


Upload the social media poster image you created.

Write a caption that complements the poster and includes relevant hashtags and mentions.






Choose the audience for your post (public, friends, specific groups, etc.).





Facebook page url : <https://www.facebook.com/valogamin>







Search Facebook








**Manage Page**


Tech\_gadgets

 Professional dashboard


 Insights


 Ad Centre


 Create ads

 Settings

More tools

 Meta Business Suite





**Tech\_gadgets**

1 likes • 1 follower

Promote

Manage

Edit

Posts

About

Mentions

Followers

Photos

Videos

More



# True Wireless Earbuds



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in Amazon

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

- Sign in or Sign up:

Go to Canva's website.

If you have an account, sign in. Otherwise, create a new account.

- Select the poster template:

On the Canva homepage, click on the "Create a design" button.

In the search bar, type "Social Media Advertisement Poster" and select an appropriate template.

- Choose a layout:

Browse through the available layouts on the left panel.

Select the one that best fits your advertisement's requirements.

- Customize your poster:

Click on the elements (text, images, etc.) that you want to change or modify.

Use the options in the toolbar at the top to edit the text, colors, fonts, and sizes.

Drag and drop to rearrange elements, or delete elements that you don't need.

- Add images and text:

Click on the "Uploads" tab on the left panel to upload your own images, or use Canva's built-in image library.

Drag and drop the images onto the template.

Click on the text boxes to add your own text. Customize the text according to your brand's message.

- Adjust the background:

If necessary, change the background color or image to complement your brand's identity.

- Include your logo:

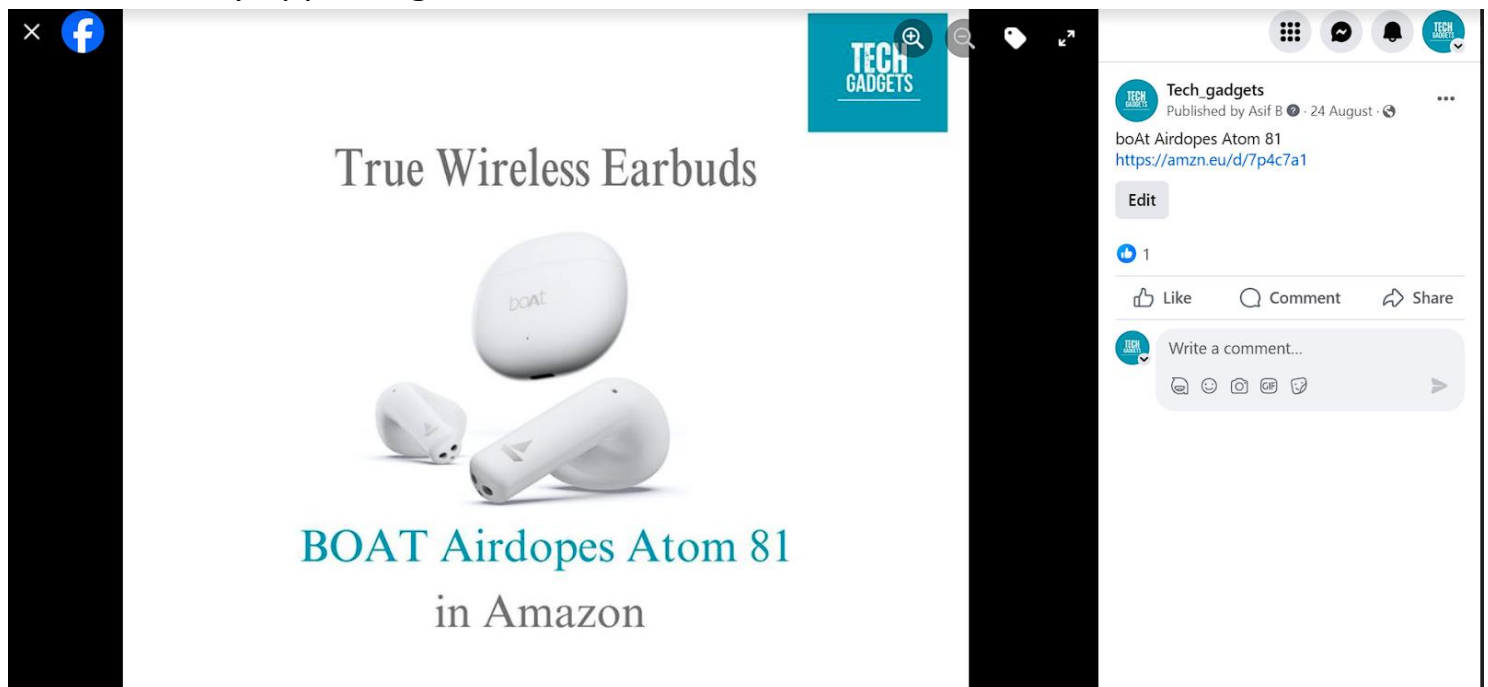
Click on the "Uploads" tab to upload your company's logo.

Drag and drop the logo onto the poster and resize it as needed.

- Review and refine:

Check your design for any errors or inconsistencies.

Make necessary adjustments to ensure that the poster looks professional and visually appealing.



#### 4. Create email newsletter design using MailChimp or canva tool.

- Sign in to Canva:

Go to the Canva website and sign in to your account.

- Select Email Newsletter Template:

In the search bar, type "Email Newsletter" and choose a template that suits your needs.

- **Customize the Template:**

Edit the template by changing the colors, adding your content, and uploading your images.

- **Add and Edit Elements:**

Use the drag-and-drop feature to add elements such as text, images, icons, and shapes. Adjust the size and position as necessary.

- **Preview and Save:**

Before finalizing, preview your design to ensure it appears as intended. Once satisfied, save your design.



## TECH GADGETS

The world of gadgets tech is characterized by innovation, competition, and rapid advancement. As technology continues to evolve, we can expect even more exciting and practical gadgets to shape our future, enhancing our daily experiences and improving various aspects of our lives.

## GADGETS

Smartphones  
Wearable Technology  
SmartHome Devices  
Drones  
Virtual Reality (VR) and Augmented Reality (AR)  
Gaming Consoles

**BRINGING  
DREAMS TO LIFE**  
Tech to Reality

