



The Aura- Newsletter 51

August-2010nd....



What went Behind...

The interesting world of advertising was the topic of censure at the last meeting.

Mr. Rajan talked in detail about this mass-mediated, paid field of persuasion. If you have persuasive skills then you succeed.

There was a time when Binaca Geeth Mala, Radio Ceylon and the Cadbury's quiz kept us glued to the radio. But today, ads rule the realm of television also. From just the audio and the print media and theatres, it has grown to advocacy through billboards/kiosks and television.

Hard work and competition, continuous creativity and wily arguments seem to be the order of the day in this colourful realm. Our lives seem to be ruled by the choices presented and if you have the money, then there can be a lot of variety and spice in your life and a lot of confusion too.

He narrated all the experiences that he had while working for various companies. He also discussed about his autobiography.

Birthdays in September

<i>P. Alamelu</i>	<i>07 - Sep</i>	<i>V. Chandra</i>	<i>27 - Sep</i>
<i>J. Suryavadhana</i>	<i>11 - Sep</i>	<i>Sunitha G Gidia</i>	<i>27 - Sep</i>
<i>Sunitha Raghavan</i>	<i>18 - Sep</i>	<i>Shilpa Vivek</i>	<i>29 - Sep</i>
<i>Sheiba Mathuram</i>	<i>22 - Sep</i>	<i>M. Srividya</i>	<i>30 - Sep</i>

Date : Tuesday, 7th September, 2010

Topic : Festeva'10

Time : 10 Am To 3 PM

Conducted By: Quizassociates

*Venue : Nivandham Hall,
Hotel Sangam, Trichy*

What lies ahead...



We cannot be happy if we only have an attitude to grow forever better in our lives. There can be no less truth in the adage, “All work and no play makes Jack a dull boy.”

How often do we take time out from our busy life to enjoy some plain fun? On how many occasions have we thrown our heads carelessly back and laughed with delight? I have heard this often from my children “To err is human, but it feels divine”.

Hence, we are organizing such a delightful morning for all of you when you can be juicy, savour life, devour it and relish every moment, feast on every precious experience – with gusto.

We have arranged with a very special group of people to teach you how to put more fun in your life, indulge and live life to the hilt!

Attention

- Renewal forms for the year 2010-11 has been enclosed with the previous newsletter. While most of you have already renewed promptly, those of you who have missed to forward it to us pl ensure that it reaches us by 10th. You may also bring it on 7th while you come for the meeting.
- New membership is also Open and membership form and Rules can be downloaded from the website.. www.theaura.org
- Registration and Teaming up shall commence at 10 AM.

“Joy, sorrow, care, courage, and tenderness are real. Tears are Real. So is laughter. These are the currencies of the heart. They are meant to be exchanged.”

Helen Steiner rice