



MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
DIRECTORATE OF DISTANCE EDUCATION



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Palkalai Nagar
Madurai - 625 021

Date: 20.02.2020

**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

TRAINING PROGRAMME FOR FIRST YEAR M.A. (JMC)
Subject: Print, Audio – Advertising & Public Relations

Dear Student,

Greetings.

The Practical Training Programme for the students of First Year M.A. Journalism and Mass Communication (Enrolment Number beginning with 20A Series) in **Print, Audio Advertising & Public Relations** is scheduled to be held at University as follows:

Students Batch	Venue	Dates
20A Series Batch - Semester	The Seminar Hall PG Block DDE Buildings, Palkalai Nagar Madurai Kamaraj University Madurai-625 021.	10.03.2020 (Tuesday) to 15.03.2020 (Sunday) Exam date: 16.03.2020

The Training programme will be held for a period of seven days. This programme is compulsory for all the students. Marks for the practical examination will be awarded to the students on the basis of their performance in the programme, assignments and the written examination.

The students may please note that the Training Programme for I Year will be conducted only once in a year. So you are requested to attend the programme without fail.

It is mandatory that the students apply for the First Year M.A. (JMC) Practical Paper along with the other theory papers during the examination.

Students who have paid the tuition fees will alone be permitted to attend the programme. Submission of fees paid receipts, photocopies of Admission Card and Identity Card for verification is compulsory. Programme schedule will be issued to the students at the venue.

Students are instructed to attend the training programme without fail.

With best wishes

Dr. S. Saleema Rabiyyath
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Important Instructions to the Students:

Students are expected to adhere to the following guidelines:

1. Attendance is compulsory throughout the programme. The defaulters have to appear in the next programme. Attendance will be taken in the forenoon and afternoon on all the seven days of the programme. If anyone is found absent / nuisance he/she will not be permitted to write the Practical Exam and will be marked as absent in the practical examination.
2. The programme will be held from 10.00 AM to 5.00 PM with lunch break between 1.00 PM to 2.00 PM. The morning and evening sessions will be devoted to lectures followed by practicals conducted by eminent media professionals.
3. Bring your laptop and still camera with all accessories for taking photos and shooting video film during the training programme. (Not Mandatory)
4. Study visits will be arranged to various media organizations during the programme, depending upon permission by the Institution / Organisation.
5. Three hours practical written examination and viva will be conducted on the last day of the programme. Out station students are requested to arrange their departure after 6.00 PM on the last day.
6. Students should avoid using the Cell Phones and they should maintain discipline in the classroom.

Accommodation:

The Students attending the training programme should make their own arrangements for boarding and lodging during the period of the training programme. However, with prior request, accommodation may be possible on conditions of availability of rooms and permissions of authorities at University Faculty Guest House and Men's and Women's Hostels.

Performance and Evaluation:

The performance of the students will be evaluated on the basis of assignment and written examination.

The students must submit the following assignments in printed format without fail.

Prepare a news story for any recent event that occurred in India (3 to 5 pages).

1. Prepare a news letter.
2. Prepare print and audio advertisement script.
3. Prepare an advertisement album on various categories.

Mark allotment for the practical examination is as follows:

	Max. Marks
1. Prepare a news story for any recent event that occurred in India (3 to 5 pages).	5
2. Prepare a news letter	5
3. Prepare print and audio advertisement script.	5
4. Prepare an advertisement album on various categories.	5
5. Produce audio advertisement and PSA	20
6. News Writing and Editing and Designing	20
7. Written Examination (3 Hours)	50
Total Marks	100