



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



E-mail: [directordde@gmail.com](mailto:directordde@gmail.com)  
Website: <https://mkuniversity.ac.in/dde/>

Palkalai Nagar  
Madurai - 625 021

Date: 20.02.2020

**DEPARTMENT OF JOURNALISM AND  
MASS COMMUNICATION**

**TRAINING PROGRAMME FOR FIRST YEAR M.A. (JMC)**  
**Subject: Writing Skills (PJMCTP1)**

Dear Student,

Greetings

The Practical Training Programme for the students of First Year M.A. Journalism and Mass Communication (Enrolment Number beginning with 19C Series) and other absentees during the previous years in the subject, **Writing Skills (PJMCTP1)** is scheduled to be held at University as follows:

| <b>Students Batch</b>                                                      | <b>Venue</b>                                                                                                     | <b>Dates</b>                                                                                                        |
|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>19C Series</b><br>and others who have not so far attended the programme | The Seminar Hall<br>PG Block<br>DDE Buildings, Palkalai Nagar<br>Madurai Kamaraj University<br>Madurai - 625 021 | <b>10.03.2020</b><br><b>(Tuesday)</b><br>to<br><b>15.03.2020</b><br><b>(Sunday)</b><br><b>Exam Date: 16.03.2020</b> |

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 M.A., JMC 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 I Year M.A., JMC Practical Paper along with the other theory papers during the examination.

The other center students and the absentees of Madurai own center should pay the training programme fee of Rs.2000/- through online in favour of the Director, DDE through SBI - collect method and submit the receipt to the Co-ordinator on the first day of the programme.

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**  
Academic Co-ordinator  
Dept of Journalism & Mass Communication  
(9976796865)

**Dr. J. Vijayadurai**  
Director  
Directorate of Distance Education

**Contact Numbers:**  
Cell: 9976796865, 7904282986  
Email: [drsaleemamku@gmail.com](mailto:drsaleemamku@gmail.com)  
Websites: <https://mkuniversity.ac.in/dde/>

## **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.

1. A **project report** with a minimum 40 pages on any one of the topic from the area mentioned herein (either in English or Tamil)
  - The report should be neatly **typed** in double space on one side of the bond paper (A4 size).
  - The Project report should be in a bound volume.
2. Newsletter on any organization with a minimum of four pages (A4 size).
3. A critical review of **five** different advertisements of any one subject namely, Textile / Automobile/ Cosmetics to be presented in the form of Advertising Album.

Evaluation of the project report, assignments and test will be made on the following basis:

|                                        | Max. Marks |
|----------------------------------------|------------|
| 1. Project Report and Viva-voce        | 40         |
| 2. Newsletter                          | 5          |
| 3. Advertising Album – Critical Review | 5          |
| 4. Written Examination (3 Hours)       | 50         |
| <b>Total Marks</b>                     | <b>100</b> |

**The Minimum marks for Passing is 50**

**Areas for the project study (minimum of 40 pages on any of the topic (Tamil/English))**

1. Analyze the status of soap operas in the digital age.  
vz; zpay; cyfpy; njhiyf; fhl; rp njhHfspd; epiya Muha; f.
2. Focus the impact of social networks on younger generation.  
, isa jiyKiwapdhplk; r%f tiyjsq; fs; Vw; gLj; jpAs; s jhf; fj; ij Muha; f.
3. Review the status of online marketing.  
, izajs tHj; jf epiya fUj; jha; f.
4. Illustrate the trends of Press in the Electronic age.  
kpd; dZ cyfpy; cs; s gj; jphpf; ifapd; nray; ghL gw; wp tpsf; Ff.
5. Evaluate the ethics and code of e-journalism.  
kpd; dZ , jopaypd; ePjpnewpf; Nfhl; ghLfs; - kjpg; gPL nra; f.
6. Analyze the coverage of crime stories / Right to Information status of newspapers.  
kpd; dZ nra; jpj; jhs; fspd; Fw; wr; nra; jpfs; / jfty; mwptpf; Fk; chpik epiy gw; wp Muha; f.
7. Analyze the promotion of online shopping.  
tiyjs tzpf epWtdq; fspd; tpsk; guq; fis Muha; f.
8. Review the conglomeration of the media in the e-age.  
kpd; dZ cyfpy; Clf gy; \$l; L epiy gw; wp kjpg; gPL nra; f.
9. Analyze the role of search engines in the Distance Education.  
kpd; dZ njhiyepiyf; fy; tpapy; Njly; , ae; jpuj; jpd; gq; F gw; wp Muha; f.
10. Illustrate the usage of Folk forms in Public Relation activities.  
kf; fs; jfty; njhHgy; ehl; Lg; Gw tbtq; fspd; gad; ghL gw; wp kjpg; gPL nra; f.
11. Evaluate the emergence of Private FM Radio stations.  
kpd; dZ jdpahH gz; giy xyggug; G epiyaq; fspd; ntspg; ghL epiy gw; wp kjpg; gPL nra; f.
12. Review the status of cable / Satellite TV in India.  
kpd; dZ , e; jpahtpy; fk; gp top / nraw; iff; Nfhs; njhiyf; fhl; rp epiyik gw; wp kjpg; gPL nra; f.

## **Guidelines to prepare the Project Report**

(Note: It is a self project, Guide is not necessary)

1. Select any one of the topic in the list enclosed above and give a suitable title for it.
2. Identify its research problem and organize the data to prove / solve the problem.
3. Collect the necessary primary and secondary data/ relevant to the title selected.
4. Study the data thoroughly to attain full knowledge about the research problem.
5. Classify the data under various headings / chapters.
6. Analyze the data under each chapter and arrive inference/ findings.
7. Critically evaluate or review your inferences.

## **Format of the Project Report**

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|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Cover Page          | Title of your Project : Your Name Enrolment No., Name of the Department and the university and the year of submission                                                                                                                                                                                                                           |
| 2. First Page          | Acknowledgement                                                                                                                                                                                                                                                                                                                                 |
| 3. Second Page         | Contents                                                                                                                                                                                                                                                                                                                                        |
| 4. The Following Pages | <b>A. Chapter</b><br><br>I. Introduction<br>(Background of the study, Objectives, Review of the Literature, Methodology and Chapterization, etc.)<br><br>II. Data Analysis<br><br>III. Conclusion and Suggestions,<br><br><b>Bibliography</b><br><br>(List of Books, Journals and the sources of references)<br><br><b>B. Appendix</b><br>----- |