



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



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Palkalai Nagar
Madurai - 625 021

Date: 08.09.2021

**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

TRAINING PROGRAMME FOR FIRST YEAR M.A. (JMC)

Dear Student,

Greetings! The Practical Training Programme for the students of First Year M.A. Journalism and Mass Communication (20CT & 20AY Semester and 20AT absentees and all other absentees and the students who are having pending results) in the subject **Print, Audio – Advt. & PR** for semester and **Writing Skills (PJMCTP1)** for non semester is scheduled to be held as follows:

Students Batch	Venue	Dates
20CT & 20AY batch students and 20AT absentees and other absentees of the previous batches	Seminar Hall, 'PG' Block (II Floor), DDE, MKU Palkalai Nagar, Madurai – 625 021	Training Dates: 28.09.2021 to 03.10.2021 Examination Date: 04.10.2021

The students should attend the in-person training on the scheduled dates and submit their assignments and projects at the time of training without fail. The final valuation (Viva-voce) of the assignments and projects will be done with the support of the outside examiners. The practical written exam will be conducted at the end of the training.

It is mandatory for the First Year M.A., JMC students to attend the practical training programme. 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.

All absentees (including MKU own centers, others centers of MKU from Tamil Nadu and Other states and the absentees) should pay the training programme fee of Rs.2000/- through online in favour of the Director, DDE through SBI - collect method.

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, Hall ticket copy for verification is compulsory. All the documents including training programme fee paid challan and the assignments softcopies and hardcopies should be submitted on the first day of the training programme.

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 reappear in the next programme. Attendance will be taken in the forenoon and afternoon at the time of the training 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.
3. Three hours practical written examination and viva will be conducted as per the given schedule.

Performance and Evaluation:

The performance of the students will be evaluated on the basis of assignment and written examination. Students are advised to submit their original work. If they are found involved in malpractices they would not be permitted to write their practical examinations and their results will be withheld. The students must submit the following assignments in softcopy and hardcopy format without fail.

Mark allotment for the practical examination is as follows: (Writing Skills (PJMCTP1) for non semester batch absentees)

	Max. Marks
1. Project Report	40
2. Newsletter	5
3. Advertising Album – Critical Review	5
4. Written Examination (3 Hours)	50
Total Marks	100

Instructions for Project:

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.

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.
எண்ணியல் உலகில் தொலைக்காட்சி தொடர்களின் நிலையை ஆராய்க.
2. Analyze the impact of social networks on younger generation.
இளைய தலைமுறையினரிடம் சமூக வலைதளங்கள் ஏற்படுத்தியுள்ள தாக்கத்தை ஆராய்க.
3. Review the status of online marketing.
இணையதள வர்த்தக நிலையை கருத்தாய்க.
4. Illustrate the trends of Press in the Electronic age.
மின்னணு உலகில் உள்ள பத்திரிக்கையின் செயல்பாடு பற்றி விளக்குக.
5. Evaluate the ethics and code of e-journalism.
மின்னணு இதழியலின் நீதிநெறிக் கோட்பாடுகள் - மதிப்பீடு செய்க.
6. Analyze the coverage of crime stories / Right to Information status of newspapers.
செய்தித்தாள்களின் குற்றச் செய்திகள் / தகவல் அறிவிக்கும் உரிமை நிலை பற்றி ஆராய்க.
7. Analyze the promotion of online shopping.
வலைதள வணிக நிறுவனங்களின் விளம்பரங்களை ஆராய்க.
8. Review the conglomeration of the media in the e-age.
மின்னணு உலகில் ஊடக பல் கூட்டு நிலை பற்றி மதிப்பீடு செய்க.
9. Analyze the role of search engines in the Distance Education.
மின்னணு தொலைநிலைக் கல்வியில் தேடல் இயந்திரத்தின் பங்கு பற்றி ஆராய்க.
10. Illustrate the usage of Folk forms in Public Relation activities.
மக்கள் தகவல் தொடர்பில் நாட்டுப்புற வடிவங்களின் பயன்பாடு பற்றி மதிப்பீடு செய்க.
11. Evaluate the emergence of Private FM Radio stations.
மின்னணு தனியார் பண்பலை ஒலிபரப்பு நிலையங்களின் வெளிப்பாடு நிலை பற்றி மதிப்பீடு செய்க.
12. Review the status of cable / Satellite TV in India.
மின்னணு இந்தியாவில் கம்பி வழி / செயற்கைக்கோள் தொலைக்காட்சி நிலைமை பற்றி மதிப்பீடு செய்க.
13. Review the role of Community Radio in social development of India.
இந்தியாவில் சமூக முன்னேற்றத்தில் சமுதாய வானொலியின் பங்கு பற்றி மதிப்பீடு செய்க.

14. Evaluate the MOOCs in India.

இந்தியாவில் MOOCs பற்றி மதிப்பீடு செய்க.

15. Analyze the status of Political Communication in the digital age.

எண்ணியல் உலகில் அரசியல் தொடர்பியலின் நிலையை ஆராய்க.

Mark allotment for the practical examination is as follows: (Print, Audio – Advt. & PR for semester batch Students (20AY and 20CT Batch))

	Max. Marks
1. News letter	5
2. News Article or Feature	5
3. Photo Album	10
4. Advertising Album – Critical Review	5
5. Radio Advertisement	10
6. Radio Programme	15
7. Written Examination (3 Hours)	50
Total Marks	100

Regarding Accommodation

The students should make their own arrangements for boarding and lodging during the period of the training programme. However, accommodation facilities may be available at reasonable tariff at the Faculty Guest House and the Ladies Hostel in Madurai Kamaraj University Campus, Palkalai Nagar. Those students who need accommodation may contact Dr. S. Saleema Rabiyyath, Asst. Prof., Department of Journalism and Mass Communication, DDE, Directorate of Distance Education, Madurai Kamaraj University, Madurai 625 021.

With best wishes

Dr. S. Saleema Rabiyyath,
Academic Co-ordinator
Dept. of Journalism & Mass Communication

Dr. M. Ramaswami
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