



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



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Palkalai Nagar
Madurai - 625 021

Date: 28.03.2024

**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

TRAINING PROGRAMME FOR SECOND YEAR B.A. (JMC)
Subject: Audio and Video Production I (Advertisements)

Dear Student,

Greetings! The Practical Training Programme for the students of Second Year B.A. Journalism and Mass Communication (22AY & 22CY Semester and all other absentees of the previous non-semester batches from Tamil Nadu and Other State MKU students who are having pending results) in the subject **Audio and Video Production I (Advertisements)** for semester and **Reporting, Editing and News Production (UJMCTP1)** for non-semester is scheduled to be held as follows:

Students Batch	Venue	Dates
22AY & 22CY semester and other absentees of the previous non-semester batches from Tamil Nadu and Other State MKU Centres.	Seminar Hall, 'PG' Block (II Floor), DDE, MKU Palkalai Nagar, Madurai – 625 021	Training Dates: 09.04.2024 to 15.04.2024 Examination Date: 16.04.2024

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 Second Year B.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 semester students and 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: (Audio and Video Production I for semester batch Students (22AY & 22CY Batch))

	Max. Marks
1. Audio Advertisement and PSA	20
2. Video Advertisement / PSA	20
3. Web Advertisement (Print Advt)	10
4. Written Examination (3 Hours)	50
Total Marks	100

You have to submit the Project at the time of your training programme.

Mark allotment for the practical examination is as follows: (Reporting, Editing and News Production (UJMCTP1) for non-semester batch absentees)

	Max. Marks
1. Prepare a news story for any recent event that occurred in India (5 pages)	10
2. Prepare an Advertisement copy for any cosmetic product / PSA (Print)	10
3. Radio Feature / News story Production	10
4. Write an Article or Feature	10
5. Prepare a Newsletter	10
6. 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. P. Muthu Pandi,
Director (i/c)
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