



MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)



DIRECTORATE OF DISTANCE EDUCATION

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Palkalai Nagar
Madurai – 625 021

Date: 18.03.2019

**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 18A, 19A, 17C, 18C Series) and other absentees during the previous years in the subject, **Writing Skills** is scheduled to be held at MADURAI as follows:

CENTRE	VENUE	DATES
MADURAI	The Seminar Hall PG Block DDE Buildings, Palkalainagar Madurai Kamaraj University Madurai-625021 Ph : 0452-2458471 Extn:504, 580.	15.04.2019 (Monday) to 21.04.2019 (Sunday)

The Training Programme will be held for a period of **SEVEN DAYS**. This programme is compulsory for all the students of first year M.A. (JMC) course. Students who fail to participate in this Programme will miss the opportunity to attend the practical examination for Paper PJMCTP1. Hence students are advised to attend the Training Programme during the period of study. The programme is conducted only once in a year for both Academic and Calendar Year students. Marks for the practical examination will be awarded to the students on the basis of their performance in the programme by the Co-ordinator.

Students have to mention the **details of the Practical Paper -PJMCTP1 (for I-M.A. JMC) in the University examination application form**, when they apply for the theory examination of the year. Old students must submit filled in Examination Application form with necessary fees and documents addressing to the Additional Controller of Examinations, D.D.E., for getting the Marks Statement.

The students who are coming to attend the training Programme should pay the Programme fee Rs.2000/- on online in favour of the Director, DDE through SBI-I collect method and submit the receipt to the Co-ordinator on the first day of the Programme.

Students who have paid the **tuition fees alone eligible to attend the programme** and they should bring the evidence of payment and also Admission Card and Identity Card for verification while attending the Practical Training Programme without fail. Programme schedule will be issued to the students at the venue.

Students are requested to attend the training programme without fail.

With best wishes.

Dr.P. RAJENDRAN
Academic Co-ordinator
Dept. of Journalism & Mass Communication
(9486302381)

Dr.J.VIJAYADURAI
Director
Directorate of Distance Education

Contact Phone and Cell Numbers:
DDE Office : 0452-2458471 Extn.504
Academic Co-ordinator : 0452-2458471 - 580
Cell : 9486302381

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 Test and will be marked as absent in the practical examination.** On the last day of the programme, Attendance Certificate will be issued. If any student failed to get the certificate, his/her mark will not be forwarded to the Controller of Examinations.
2. The programme will be held from 10.00 a.m. to 5.00 p.m. with lunch break between 1.00 p.m. to 2.00 p.m. The morning and evening sessions will be devoted to lectures followed by practicals conducted by eminent media professionals.
3. Study visits will be arranged to various media organisations during the programme, depending upon permission by the Institution / Organisation.
4. Based on the practical lessons (Writing Skills) and the special lectures given during the training programme, a **THREE HOURS PRACTICAL TEST AND VIVA** will be conducted on the last day of the programme. **Out station students are requested to arrange their departure after 6.00 p.m. on the last day.**
5. Students should avoid using the Cell Phones and unnecessary gossips during the class hours and also they should maintain discipline in the classroom.

Performance and Evaluation

The course content of the Training Programme includes a project work, assignments and a written test. The overall performance of the students will be evaluated on the basis of these criteria.

The students of the I M.A. JMC are expected to submit the following assignments on the **First Day** of the programme 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 **Computer 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 organisation 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	30
2.	Newsletter	5
3.	Advertising Album - Critical Review	5
4.	Practical Test (3 Hours)	60
Total Marks		100

The Minimum marks for Passing is 50

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

1. Analyse the status of soap operas in the digital age.
vz; zpay; cyfpy; njhiyf; fhl; rp thndhyp FLk; gj; njhlhpd; epiyapid Muha; f.
2. Focus the impact of social networks on younger generation.
, isa jiyKiwapdhplk; r%f tiyjsq; fs; Vw; gLj; jpa jhf; fj; ij tpsf; Ff.
3. Review the status of online newspapers in an around the world.
, izajsr; nra; jppj; jhs; fspd; epiyg; ghL cyifr; Rw; wp mike; Js; s tpjj; ij fUj; jha; f.
4. Illustrate the trends of Press in the Electronic age.
gj; jphpifapd; nray; ghL kpd; dZ cyfpy; cs; s tpjj; ij tpsf; fpf; \$Wf.
5. Evaluate the ethics and code of E-journalism.
kpd; dZ , jopaypd; ePjpnewpf; Nfhl; ghLfs; - kjpg; gPL nra; f.
6. Analyse the coverage of crime stories / Right to Information status of newspapers.
nra; jppj; jhs; fspd; Fw; wr; nra; jpps; / jfty; mwptpf; Fk; chpik epiy gw; wp Muha; f.
7. Analyse the Advertisement 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. Analyse the role of search engines in the Distance Education.
njhiyf; fy; tpapy; Njly; , ae; jpuj; jpd; gq; F gw; wp Muha; f.

10. Illustrate the usage of Folk forms in the Electronic Media.

kpd;dZ Clfj;jpy; ehl;Lg;Gw tbtq;fspd; gad;ghL gw;wp tpsf;fpf; \$Wf.

11. Evaluate the emergence of Private FM Radio stations.

jdpahh; gz;giy xypgug;G epiyaw;fspd; ntspg;ghL epiy gw;wp kjpg;gPL nra;f.

12. Review the status of cable / Satellite TV in India.

,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 organise 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. Analyse 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 | : | A. Chapter |
| | : | I. Introduction
(Analysing the Importance of the study,
Objectives / Chapterization, etc.) |
| | | II. Data Analysis
(Chapter headings) |
| | | III. Conclusion and Suggestions. |
| | | Bibliography
(List of Books, Journals and other sources of
references) |
| | | B. Appendix |

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