



MADURAI KAMARAJ UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

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Palkalai Nagar,
Madurai - 625 021.

Date : 25.12.2011

TRAINING PROGRAMME FOR FIRST YEAR M.A. (J.M.C)

Subject : *Writing Skills (JAL)*

Dear Student,

Greetings.

The training programme for the students of First Year M.A. Journalism and Mass Communication (Enrolment number beginning with 12A and 11C series) and other absentees during the previous years in the subject **Writing Skills** is scheduled to be held at Chennai and Madurai Centres as follows:

CENTRE	VENUE	DATES
MADURAI (For the students of Madurai, Tirunelveli, Nagercoil, Trichy, and Coimbatore contact seminar centres only)	The Seminar Hall, PG Block, Directorate of Distance Education, Madurai Kamaraj University, Madurai - 625 021. Ph : 0452-2459185 0452-2458471-580	09.04.2012 (Monday) to 15.04.2012 (Sunday)
CHENNAI (For the students of Chennai contact seminar centre and Other States only)	World University Service Centre (WUSC), 18, Mayor V.R. Ramanathan Salai, Chetpet, Chennai - 600 031. (Near Presidency Girls Higher Secondary School, Egmore, Chennai). Ph : 044 – 28362251 (Office) 044 - 28364422 (Reception) E.mail : Chennai.wusc@gmail.com	18.04.2012 (Wednesday) to 24.04.2012 (Tuesday)

Students should attend the training programme in the allotted centre only. They should seek prior permission from Dr. P. Rajendran, Academic Co-ordinator, Dept. of JMC, DDE, for any change of centre.

The Training Programme will be held for a period of **SEVEN DAYS** only. 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 V - JAL. Hence students are advised to attend the Training Programme during the period of study. The Programme is conducted only once in 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 - JAL (For I M.A. J.M.C.) 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, DDE for getting the Marks Statement.

Those Students who have **already completed** the Course (Old students) but so far not attended the Practical Training Programme in the subject **Writing Skills** are requested to make use of the opportunity. Such student alone has to take a DD for Rs. 1,000/- in favour of the Director, D.D.E., Madurai Kamaraj University and submit 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 viz. xerox copy of Bank Chalan, Demand Draft, etc. 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.

Dr. A. THANIKODI
Director
Directorate of Distance Education

Contact Phone and Cell Numbers :
DDE Office : 0452-2458471 Extn. 552
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 any one 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 pm. 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 the 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 P.M. on the last day.**
5. Most of the lectures of the Training Programme at Chennai Centre will be in English whereas many of the lectures of the training programme at the Madurai centre will be in Tamil. Students who could not follow Tamil / English are advised to attend Chennai / Madurai centre vice versa.

Regarding Accommodation

The Students of Madurai and Chennai centres 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 Chennai. Those students who need accommodation at Chennai centre may contact the following official:

<p>The Administrative Officer, World University Service Centre (WUSC), 18, Mayor V.R. Ramanathan Salai, (East Spur Tank Road) Chetpet, Chennai - 600 031. Ph : 044 – 28362251 (Office) 044 – 28364422 (Reception) E.mail : chennaiwusc@gmail.com</p>
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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 of 40 pages on any one of the topic from the areas 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 / spiral binding.
2. Newsletter of 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. News letter	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 editorial of any newspaper or journal - based upon at least six months period.

ஏதாவது பத்திரிகையின் / செய்தித்தாளின் தலையங்கங்களைப்பற்றி ஆய்வு செய்க. குறைந்தது ஆறு மாதங்களுக்குட்பட்ட பத்திரிகைகளை ஆய்விற்கு எடுத்துக்கொள்க.

2. Role of Indian vernacular newspapers in development communication on any one topic viz. Health / Education / Agriculture / Environment / Women empowerment / Rural Development.

வளர்ச்சித் தொடர்பியலில் நலவாழ்வு / கல்வி / வேளாண்மை / சுற்றுச் சூழல் / மகளிர் மேம்பாடு / ஊரக மேம்பாடு ஆகிய ஏதேனும் ஒரு துறையில் இந்திய மொழிப் பத்திரிகைகளின் பங்கு.

3. Focus of Indian newspapers on terrorism.

தீவிரவாதத்தைப் பற்றிய இந்தியச் செய்தித்தாள்களின் கருத்து.

4. Role of science magazines in creating scientific temper in India.

இந்தியாவில் அறிவியல் மனப்பான்மை உருவாக்கத்தில் அறிவியல் இதழ்களின் பங்கு.

5. Status of investigative journalism in India.

இந்தியாவில் புலனாய்வு இதழியல் நிலைப்பாடு.

6. Review of a regional television mega serials.

இந்திய மொழித் தொலைக்காட்சியில் நீளத் தொடர்கள் பற்றிய கருத்தாய்வு.

7. Status and portrayal of women in the mega serial.

நெடுந்தொடரில் மகளிர் நிலைப்பாடு மற்றும் சித்தரிப்பு.

8. The role of Media in Distance Education

தொலைநிலைக் கல்வியில் ஊடகங்களின் பங்கு.

9. The invasion of foreign media in India.

இந்தியாவில் வெளிநாட்டு ஊடகங்களின் ஊடுருவல்.

10. The status of Press freedom in India.

இந்தியாவில் பத்திரிகைச் சுதந்திரத்தின் நிலை.

11. The impact of TV Advertising on children / women.
சிறுவர் / மகளிரிடையே தொலைக்காட்சி விளம்பரங்களின் தாக்கம்.
12. Critical review of Indian tele-communication / broadcasting policies.
இந்தியத் தொலை தொடர்பு / ஒலி-ஒளி பரப்புக் கொள்கைகள் - விமர்சனம்.
13. Web journalism in India.
இந்திய மின்னணு / வலைதள இதழியல்.
14. Role of tele-conferencing in Distance Education Institutions.
தொலைநிலைக் கல்வி நிறுவனங்களில் தொலைத்தொடர்பு கலந்துரையாடலின் பங்கு.
15. The Role of advertising agencies in India in the post-liberalisation period.
தாராளமயமாக்கலுக்குப் பின் இந்திய விளம்பர நிறுவனங்களின் நிலைப்பாடு.
16. Critically review the FM Broadcast channels
பண்பலை ஒலிபரப்பு சானல்களைப் பற்றி ஆய்வு செய்க.

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

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 / chapterisation, etc.)
 - II. Data Analysis
(Chapter headings)
 - III. Conclusion and Suggestions.
B. Appendix

Bibliography
(List of books, Journals and other sources of references)
