

INTERNSHIP

S27INT

Submitted in partial fulfillment of the requirements
for the award of

B.Sc Visual Communication
By

PADMAPRIYA.N
38270046



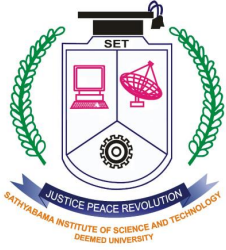
DEPARTMENT OF VISUAL COMMUNICATION

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(Established under Section 3 of UGC Act 1956)

JEPPIAAR NAGAR, OLD MAMALLAPURAM ROAD

CHENNAI – 600 119



SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

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DEPARTMENT OF VISUAL COMMUNICATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Ms.PADMAPRIYA.N (38270046)** who carried out the project entitled “**S27INT-INTERNSHIP**” under our Supervision from **DECEMBER 2020** to **MARCH 2021**.

Head of the Department

N.NAZINI. M.Sc.,M.Phil.,(Ph.D)

Submitted for Viva voce Examination held on APRIL 2021

Internal Examiner

Mr. A.R. VIMAL RAJ.M.SC,(PH.D)

External Examiner

DECLARATION FORMAT

I **PADMAPRIYA.N (38270046)** hereby declare that the Project Report entitled “**INTERNSHIP**” done by me under the guidance of **Mr. A.R. VIMAL RAJ.M.SC,(PH.D)** Visual Communication (Internal) and (External) at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** is submitted in partial fulfillment of the requirements for the award of degree in B.Sc Visual Communication.

DATE: 17.04.2021

PLACE: SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

SIGNATURE OF THE CANDIDATE

Acknowledgement

First & foremost, I praise and thank the almighty, who has been an unfailing source of strength, comfort & inspiration throughout my carrier.

I extend my gratitude to our Founder **Colonel Dr. JEPPIAAR, M.A., B.L., Ph.D.**, Sathyabama Institute of Science and Technology whose blessings is always profound and also thank to Chancellor **Dr. Mariazeena Johnson, B.E., M.B.A., M.Phil., Ph.D.** and President **Dr. Marie Johnson, B.E., M.B.A., M.Phil., Ph.D.**,

My sincere thanks to **Vice chancellor Dr . T.SASIPRABA M.E.,Ph.D.** Registrar **Dr.S.S.Rau., Ph.D.** & Controller of Examinations **Prof. Igni Sabasti Prabu, Ph.D.**, for their valuable support.

I consider it as a privilege to thank **Ms.N.Nazini, M.Sc.,M.Phil.,(Ph.D)** Head of the Department for helping & guiding me throughout my curriculum.

And I wish to thank **Mr. A.R. VIMAL RAJ.M.SC.,(PH.D)** (Staff- in-charge) for his valuable guidance, concrete suggestion, constant encouragement & ever willing help to nourish my project work. I record my deep sense of gratitude.

Finally, I thank all those people who have supported to complete this project successfully. Last but not the least, this project wouldn't be possible without the love of my parents I would fail in my duty if I don't express my love towards them.

March 20, 2021

TO WHOMEVER IT MAY CONCERN

This is to certify that **Ms. Padmapriya N** a bona fide student of Sathyabama Institute of Science & Technology, Chennai – 600 119 (B.Sc. Visual Communication Discipline) bearing Register Number **38270046** has been interning with **NEW ERA MEDIA CORPORATION CHENNAI PRIVATE LIMITED** for the Period from **February 16, 2021 to March 20, 2021**.

During this period she has contributed to her fullest efforts and we are contented with her performance.

For New Era Media Corporation Chennai Private Limited


Krishnan R
Assistant Manager – HR



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INTRODUCTION

Media has always been a unique art form. I was very much interested in cinema news, information and movies since my school days. I like drawing, dancing, music and acting. So, I took visual communication to educate myself on cinema, media, drawings and visual art forms. After joining visual communication, this media course totally changed my perspective, mind thoughts and my behavior. I gained more marks in my academic that gave me more confidence to do something in media. I saw everything around me in an art form. So, I decided to learn more about media like photography, video editing, animation, audio editing etc. Finally, I choose television production as my career. So, I choose my elective as a television production. Television industry has a huge platform to show talents in media. Television production staff in-charge, Mr. Vimal Raj was also very influential. He teaches very well about television production and encourages me very much. That appreciation gave me the confidence to choose Television industry as my career. I was started to learn more about television set, script and so on. Television shows, dramas, news has a huge influence in society. I eventually came to realize that telling a story, emotions through visuals giving a life to it, is a challenge, a challenge I want to undertake. Television production, especially reality shows is what I want to do.

After my 5th semester, I joined as an intern in Puthuyugam television channel sister channel of Puthiyathalaimurai television channel. The reason I choose this particular television channel is for the experience I want to get. Unlike other channels puthuyugam television encourages intern to go on the field and let them to learn practically. They give working opportunity to interns to learn about news bytes and TV shows. Producer, Mr. Jayam Arul, supported me to work with news PCR and I learn the news editing software. This was a new exposure to me to learn how a news could be edited in PCR. On 3rd day of my intern, producer sir gave me a work to collect public opinion bytes (Makkal paarvai). I went with a cameraman to collect bytes from public, that day I feel very bold and hesitation in me reduced.

Every day I also done editing works for puthuyugam you tube channel was a new experience that I learned about the ethics in you tube while uploading a sensitive videos. For the 1st time in the three years of my graduation period, I practically felt the internship to be helpful. During the internship I felt like I learnt what I really want to learn. Like my college days during my internship period I never waste my time, I try to learn new things in that channel. I also done news content writing, news editor appreciated me for my work. I worked as a main coordinator for a women's day special award function show was probably could be one of the best work I have ever done. The awardees and my head appreciated me for my work.

ABOUT THE ORGANIZATION

Puthuyugam is a Tamil general entertainment channel based in Chennai, Tamil Nadu. It will complement its sister channel Puthiya Thalaimurai TV, which was launched on 23 October 2013. It is run by Chennai-based The New Era Media Corporation chennai pvt Ltd, along with Puthiya Thalaimurai Magazine. It is owned by the SRM Group of Companies. Puthiya Thalaimurai is a Tamil magazine published from Chennai, India by New Generation Media and it was owned by SRM Group. Puthu Yugam channel recently launched three shows in different genres- mythological fantasy, horror thriller and news room drama to spice up prime time viewing, **Vikramatithyanin Simmasanam**. While the Mythological fantasy Vikramatithyanin Simmasanam, is the story of the Magical Throne of King Vikramatithya, which was lost after his time and was found by King Raja Bhoj. However, to ascend the magical throne, he has to solve 32 unique puzzles. The show is aired at 6 pm from Monday to Saturday.

Reporters The second new launch is a News drama coupled with romance .The show recreates the look and feel of the inside of a news channel (KKN News) that portrays the competition and compromises under which the present day reporters work.

Thik Thik Thikil -The show is a collection of blood-curdling horror stories, with each storyline running for 2 or 3 episodes. The series will be aired on weekdays.**Natchathira Jannal** is an Indian Tamil language talk show on Puthuyugam TV. The show will feature personalities from the Tamil film industry (Actor, producer, Singers, television presenter, director) from Tamil Nadu who will talk about their life. This show was presented by Sangeetha Krish (Season: 1–2),Divya (Season: 3) Priya Mahalakshmi Season 4. Town Galatta is a situational comedy based TV show which came on the on the channel Puthuyugam TV. The show ran successfully for a number of years and got viewed regularly. The show became a fan favorite soon and amassed a huge fan following. Not just in Tamil Nadu, the serial became a regular favorite of viewers all over the country. It soon became one of the most-viewed series amidst the Tamil overseas audience as well.

Manithanum Marmangalum is an Indian Tamil-language TV series about supernatural phenomena, including ghosts, strange places and incidents, and aliens, with a scientific commentary. Like this many reality shows, comedy series, dubbed soap operas, Mythological series, Korean dramas was successfully telecasted by puthuyugam television channel. **K Series** aired on Puthuyugam has successfully brought famous Korean Serials such as Boys over Flowers and Greatest Love to India in Tamil language. In continuation with it, PuthuYugam is launched on next Korean Series titled IRIS- an action romance entertainer that has been produced with a budget over 100 Crore Rupees on July 31, 2014. Apart from television, Puthuyugam is also available to millions of internet users across the country through various digital platforms like the puthuyugam website (www.puthuyugam.tv), its presence on social networking with instant news updates on facebook (@Puthuyugamtv), twitter (@PuthuyugamGec), youtube (puthuyugam tv) .

PROFILE OF THE ORGANIZATION

NAME: Puthuyugam Television (Sister Channel Puthiyathalaimurai)

ADDRESS: Reg.Off: #25-A, (NP) Industrial Estate, Ekkaduthangal, Guindy,
Chennai- 600 032.

PH NO: +91 44 4596 9500, **Fax:** +91 44 4596 9528

WEB: www.puthuyugam.tv

STARTED IN: 23 October 2013

OWNED BY: New Era Media Corporation Chennai Pvt.Limited (SRM Group)

NUMBER OF PEOPLE EMPLOYED: 1000+

WORK GUIDE: Mr. Jayam Arul, Producer, Puthuyugam Tv Channel

AREA OF INVOLVEMENT:

1. Handling Puthuyugam You tube
2. Coordinated for award function
3. Coordinated shoots
4. Shoot public opinion byte
5. News content writing, Pcr news editing

MAJOR ACHIEVEMENTS:

1. Telecasted three shows in different –Fantasy, horror thriller, news room drama
2. Done a 100 budget series on puthuyugam
3. Town Galatta serial became a regular favorite of viewers all over the country
4. Telecasted successfully many Korean series like Boys over flowers, the greatest love, Iris.

ORGANIZATIONAL FLOW CHART

OWNER



General manager



Manager



Programmer

News

Sales

Admin/Finance

Engineering

Editorial head / Channel head



Editorial staff

Anchor

Technical staff



Input

Output

Editing

Graphics

PCR

MCR

Assignment

Rundown

Reporters

producer

Panel producer

On-Air

Off-Air

Ticker / 3D Artist / 2D Artist



INSIGHTS AND LESSONS

At the beginning of my college life, I have a hesitation about my media career. But later on, I have more interest to learn techniques, skills about shooting a show, taking photographs. My television production staff in charge encourages me to do my projects that gave me more confidence about Television Production. During my intern, my work guide gave some important work, I done it very well. On that moment I have a confidence that a girl will also achieve in media especially in television. I also worked with kitchen cabinet shoot, theral vanthaachu shoot, makkal paarvai. All this works motivates me to become a show director in future also I have an interest in anchoring.

During the course of this internship, I had hands on experience in this field. I learnt about the challenges faced by directors, news readers and news sub editors and I learnt how a complete news videos are made. While editing graphics for news I learnt the techniques that how news channels edit the lower thirds, scrolls. I also done news content writing, it helps to improve my Tamil typing skills and communication skills. While working in television channel, I learnt shooting techniques, editing techniques and managing skills.

I also observed in MCR room, that gave me an idea about how a television channel telecast shows, live shows and green matte shows. While taking public opinion bytes in public bus stand, first I have a little bit shyness but later on I get confident and ask questions to public. This experience was unforgettable. My work guide also gave me a big work that to coordinate awardees, presenters in an award function. I coordinate them very well and after the award function shoot, the awardees thanked me for my coordination and help. During my internship I'm done editing, scripting, Anchoring. At the end of my internship, I gained some knowledge, experience and job opportunities. This overall internship experience gave a new exposure and I gained more contacts.

- Learned how to done news content writing
- I also learned how to edit news and its graphics in pcr
- I observed virtual background shoot in pcr
- I learned how to coordinate awardees and presenters for an award function
- I learned to edit video for puthuyugam and puthiyathalaimurai you tube channel
- I also learned to edit thumbnail for puthuyugam and puthiyathalaimurai you tube channel
- I also learned to edit posters for puthuyugam website and handle puthuyugam facebook and youtube
- I learned how to take public opinion byte about election
- I learned how to done script for a show
- I learned how a television channel telecast show

WORK DESCRIPTION

During my internship I done many works whatever I learned in my academic. I try to do multitasking works during my internship. I observed editing, cinematography, scripting, acting.

PROGRAMMING:

Show: Cinema pullingo

- I'm done script work and dialogue writing
- Me and my crew done rehearsal for acting
- I gave ideas to editor for show tilt editing.

Show: Therthal vanthaachu

- Done costume and makeup coordinating
- I'm Observed shooting
- I'm observed online editing in pcr while shooting therthal vanthaachu show

Show: Doctor on call

- Observed this live show in pcr and in studio

Show: Kitchen cabinet

- I helped in props setup
- I'm done sound check and lighting, framing before shoot

Show: Makkal paarvai

- I collect public opinion byte from guindy bus stand
- I coordinate with editor for makkal paarvai

Show: Acham Thavir womens day special award function shoot

- I coordinate with awardees and I collect their details for promo
- I coordinate awardees and presenters during shoot

PCR NEWS EDITING

- I'm done news editing in vizrt and edius software
- I'm done news content editing
- I'm observed news voice over and edit news voice over
- I'm also observed in MCR to learn how to uplink show and commercials.

DIGITAL EDITING- I edit video and thumbnail for puthuyugam youtube channel and aslo im done poster and calendar editing for puthuyugam website. Sometimes I upload videos in puthuyugam youtube channel.

WEEK HOURS OF WORK THIS WEEK TOTAL HOURS COMPLETED
SO FAR (FIRST WEEK)

DATE & TIME	DAILY WORK DESCRIPTION
16-FEB-2021,9.00AM to 5 PM	I'm Done Cinema pullingo show script, I Observed Pcr to learn about news editing
17-FEB-2021,9.00AM to 5 PM	I Rehersted & practise acting for show, I Observed Pcr news editing and listing, I Observed Live green matte shoot
18-FEB-2021,9.10AM to 5 PM	I arranged news bytes for makkal paarvai show, I Worked in Pcr for news listing, I'm Collecting awardees data for award function(Acham thavir)
19-FEB-2021,8.50AM to 5 PM	I Edited video for pudhuyugam youtube, I Observed Pcr news recording, I'm Done arrangements for Acham thavir award function (womens day special)
20-FEB-2021,9.15AM to 5 PM	I Shoot public bytes for news insert, I Done Video editing for youtube channel, I'm Done preproduction work for award function and awardees promo
22-FEB-2021,9.00AM to 5 PM	I'm done thumbnail for Puthiya thalaimurai youtube, I Observed news Content writing and done news content writing
23-FEB-2021,9.45AM to 5 PM	I'm done video upload for puthuyugam Youtube channel, I went to shoot promo video for Awardees for award function, I'm Done Video editing for puthiya thalaimurai youtube channel

WEEK HOURS OF WORK THIS WEEK (SECOND WEEK) TOTAL
HOURS COMPLETED SO FAR

DATE & TIME	DAILY WORK DESCRIPTION
24-FEB-2021,9.10AM	I Filtered video byte news, I observed news editing in pcr and done news editing, I done Thumbnail editing for puthiyathalaimurai you tube channel, I'm done voice over Editing for news
25-FEB-2021,9.00AM TO 5PM	I'm done Video editing, thumbnail editing, I arranged news byte (makkal paarvai) I observed Raasipalan shoot
26-FEB-2021,9.00AM TO 5PM	I observed Pcr news recording, I'm done preproduction work for award function, I observed Raasipalan show editing
27-FEB-2021,9AM TO 5PM	I observed News voice over recording, Award function preparation, I'm done thumbnail editing for puthuyuham youtube
28-FEB-2021,8.50AM TO 5PM	I coordinate guest and awardees for Aham thavir award function
11-MARCH-2021,9.15AM TO 5PM	I upload video for puthuyugam youtube, I observed online editing in pcr for Rasipalan show
12-MARCH- 2021,9.00AM TO 5PM	I Edited calendar for puthuyugam website, I observed online editing in pcr for therthal vanthaachu show

WEEK HOURS OF WORK THIS WEEK (THIRD WEEK) TOTAL HOURS
COMPLETED SO FAR

DATE & TIME	DAILY WORK DESCRIPTION
13-MARCH-2021,10AM TO 5PM	I Done graphic editing in pcr for news, I observed therthal vanthaachu shoot and anchor coordination, I done calender editing for puthuyugam website
15-MARCH-2021,9AM TO 5PM	observed Virtual setup for show in pcr, I observed news voice over recording, I observed kitchen cabinet shoot
16-MARCH-2021,9AM TO 5PM	I observed therthal vanthaachu shoot, I done editing done makkal paarvai show, I done video editing for puthuyugam youtube channel
17-MARCH-2021,9AM TO 5PM	I observed kitchen cabinet shoot, therthal vanthaachu shoot,I arranged visual byte for makkal paarvai show,I edited poster for puthuyugam website
18-MARCH- 2021,9.05AM TO 5PM	I Done news listing in pcr,I done news voice over editing,I observed doctor on call live show shoot,
19-MARCH- 2021,9.00AM TO 5PM	I done arrangements for kitchen cabinet shoot,I done content writing for news,I done news recording in pcr
20-MARCH-2021,9AM TO 5PM	I observed mcr,I done news listing in pcr,I prepared questions for public byte(nalla kekuraangaya detail show),I done sound check and camera position for kitchen cabinet

CONCLUSION

On the whole, this internship was a useful experience I have gained new knowledge, skills and met many new people. I achieved several of my learning goals such as direction, editing, content writing etc. This helped me to define what skills and knowledge I have to improve in the coming time. The internship was also good to find out what my strengths and weakness are. This internship helped me to know how a television channel will be and it also provided me an overall knowledge of each department in the organization. At last this internship has given me new insights and motivation to pursue a good career.

India, with its vast population and many languages and cultures, is home to more than a billion dreams. As the nation with the largest youth population on Earth, the urge to break free of our circumstances and follow our hearts is almost overwhelming. In that case I won already and whatever I'm receiving now it's just the payback. Been exposed to a news channel earlier this internship in a complete entertainment channel has provided a different perspective in programming and execution as well.

More on a professional note this internship gave me the confidence that I always wish I had. It gave me a courage to question and as well voice out an opinion whenever I felt.

I learnt compassion which is something very rare to find in media, which was a by-product of how I was treated there. Respecting a person, no matter what they are capable of and treating them with outmost dignity is what I find very important in any walks of life. To receive such thing made my journey fruitful.

I learnt to unlearn a lot of things and take up things as they come. Punctuality and sincerity are what I got to focus on more.

As Nelson Mandela said, "It always seems impossible until it is done." I believe I did the impossible and did it right. To conclude this was completely a journey of learning, both professionally and personally. I have also been exposed to a corporate environment which I have not been a part of. To me gratitude is a word that sums up the entire internship process.

FUTURE PLANS

“If you can’t figure out your purpose, figure out your passion. For you, passion will lead you right into your purpose” -Bishop T.D. Jakes

I’m interested in writing, creating digital content and creating shows that provide edutainment. I wonder if I have the passion in me to pursue my interests as well as I wonder if I’m interested enough to drive the passion within me. But I have somehow made peace with both interest and passion. Writing is something that I want to learn and pursue which is embedded in creating any content for any media platform. I want to work in shows that are different from one another to figure out my way of making and create a narrative that is unique to myself. For now, I’m taking up things as they are coming and I strongly hope that I would carve a path for myself. One day I will make my parents proud about myself and I will achieve my dream. Television show direction is my dream and Aim, one day I will achieve in my own style.

APPENDIX

Puthuyugam internship pictures

















