

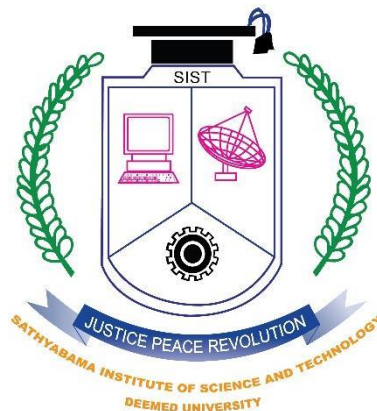
INTERNSHIP

S27INT

Submitted in partial fulfilment of the requirements
for the award of

B.Sc Visual Communication
By

SHAMINI.T
(38270065)



DEPARTMENT OF VISUAL COMMUNICATION

**SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY**

(Established under Section 3of UGC Act 1956)
JEPPIAAR NAGAR, OLD MAMALLAPURAM ROAD
CHENNAI – 600 119



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

(Established under section 3 of the UGC Act, 1956)

(A CHRISTIAN MINORITY INSTITUTION)

Accredited with 'A' grade by National Assessment and Accreditation Council (NAAC)

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

www.sathyabama.ac.in



DEPARTMENT OF VISUAL COMMUNICATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Ms. SHAMINI.T (38270065)** who carried out the project entitled “**INTERNSHIP**” under our Supervision from **MARCH to APRIL**.

Head of the Department

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

Submitted for Viva voce Examination held on 2021.

Internal Examiner

Mr. R. PUGALENDHI M.Sc., D. F. Tech (Ph.D)

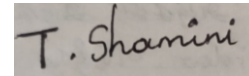
External Examiner

DECLARATION FORMAT

I, SHAMINI.T [38270065] hereby declare that the Project Report entitled “**INTERNSHIP**”
done by me under the guidance of **Mr. R. PUGALENDHI M.Sc., D. F. Tech (PhD)** Visual
Communication (Internal examiner)..... And (External Examiner)
.....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: 16/04/2021

PLACE: CHENNAI

A rectangular box containing a handwritten signature in black ink that reads "T. Shamini".

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. R. PUGALENDHI M.Sc., D. F. Tech (PhD)** (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.

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INTRODUCTION

Programming on air as the name by itself describes how creative job it would be exciting, creative, professional field where you can put your passion for art to daily use. Employers (Radio jockey) in programming on air the way the jock communicate with their audience and mainly influence me to choose programming on air. Basically radio jockeys will not speak just like that, they always make their show audience (listeners) active and make them to keep on connect with show.

Mainly scheduling the songs, radio commercials, time check and the jock talk everything will be previously scheduled. On the whole Programming on air process is full of time duration and time limitation. And the radio jockey should also aware of console works too. Before the show begins the radio jockey should get permission from the programming head about what topic the jock going to talk in today's show.

ABOUT THE ORGANIZATION

HELLO FM 106.4 IS A PROPERTY OF MALAR PUBLICATIONS LIMITED PROMOTERS: Malar Publications Limited (Malar) founded by Daily Thanthi in the year 1942 which is the country's No.1 morning daily Tamil newspaper. Founder Si.Pa.Aditanar handed over his business to his son, Shivanthi Adityan who expanded the family affair further. This nationally-trusted family owns under its masthead, Daily Thanthi, Maalai Malar, Gokulam Kathir, Rani Muthu and Rani Weekly. Balasubramanian Adityan, grandson of Si. Pa. Aditanar, is the Managing Director of Malar and has greatly contributed to the success of the household name that Malar Publications has become.

HISTORY AND BACKGROUND: Malar was incorporated on February 22, 1979 as a Private Limited company, taking over the business of printing and publishing Maalai Malar. It is a credit to Malar that printing and publishing facilities have been established in nine locations in Tamil Nadu and Pondicherry. Effective from 1st April 2005, Malar has taken over the business of Printing from Rani Printer (P) Ltd, cable distribution & TV content programming from Air Media Network (P) Ltd, printing and publishing of newspaper Maalai Murasu from Nellai Murasu (P) Ltd and marketing of advertisement space from Sovereign Media Markets (P) Ltd.

BUSINESS: Malar prints and publishes 'Maalai Malar' and Nellai 'Maalai Murasu', the No.1 evening newspaper in India and has 9 editions apart from Gokulam Kathir – a Tamil monthly magazine. Malar prints special supplements for Daily Thanthi, magazines – Rani Muthu and Rani weekly – apart from undertaking third-party printing jobs. Malar broadcasts through cable AMN TV in 19 centres in Tamil Nadu having a combined viewership of 9 million people. Additionally, Malar has a media marketing division which markets advertising space for Daily Thanthi, Maalai Malar, Gokulam Kathir, Rani Muthu and Rani Weekly.

HELLO FM AND ITS REACH IN TAMIL NADU: Hello FM is the largest network of private FM radio stations in Tamil Nadu and Puducherry. Hello FM had won 7 licenses, to set up and operate radio stations in Chennai, Coimbatore, Madurai, Trichy, Tirunelveli, Tuticorin, commercial centers of Tamil Nadu and Puducherry. Though Hello FM is physically operational only in 7 centers, but the reach covers almost half of Tamil Nadu's population by reaching out to millions of people every day. With 3 new stations in Erode, Salem and Vellore, Hello FM is now reaching more people and serving them with the right mix of information and entertainment.

PROFILE OF THE ORGANIZATION

NAME: Hello FM 106.4 (Malar Publication Limited).

ADDRESS: Malar Publications Pvt Ltd, 88, Periyar EVR High Road, Chennai - 600084

PH: 044-66112233

WEBSITE: <http://www.hello.fm/>

STARTED IN: 2006

OWNED BY: Malar Publication Limited.

FOUNDER: Rajeev Nambiar

Number of People Employed: 40+

Work Guide: RJ Kumutha

AREA OF INVOLVEMENT

Radio programming and radio commercials.

MAJOR ACHEIVEMENTS

programming on air

NO:1 FM in Tamil Nadu and in Chennai with lots of listeners.

FLOW CHART OF THE ORGANISATION

(Account for all the Employees and the Highlight your work guide's designation)

Chief Executive Officer



Chief Operating Officer



Programming Head



CO - Programming Head



Radio Jockey



Internship/Part-time Worker

INSIGHTS AND LESSONS

During internship as a intern in programming department I have learn lot of things regarding programming on air and also how to make listeners to be active and also make then to connect with the show. Before the jock talk, the jock should be very clear what she is going to talk on air and also jock should get approval from the programming head about what topic the jock going to talk on air.

Ms. Kumutha senior radio jockey and programming head one who guided me all over my internship days. They treated me as a employee. Firstly I have learn about competition tracking which means what the other FM station doing in a mean while. And very next day they thought me some technical terms, how to record a voice professionally. And how to give voice for radio commercials. And gone for observation (programming on air) particular programmes (moondram paarvai RJ Monica, touring talkies RJ Divya, leysa leysa Rj Kay kay) for those programmes I gone for observation daily for 6 hours and have attend the calls to make the audience to participate in the show. After the show ends the RJ must send a mail about whole show data to the programming head.

And I have learn basic things about console works and sound forge (software) to edit the voice for radio commercials and capsules.

WORK DESCRIPTION

Radio jockey should be aware of every news updates, sense of humour, should know to handle the challenging situation and also should talk with listeners very confidently with Tamil fluently. And should have good memory power because it may help in RJ mention. And also they should be aware of console works. Below points I have mentioned what are all the things I have learned during my internship period.

- Competition tracking
- Learned technical terms
- Learned how to make a script for whole show
- Learned how to record a voice with bed (BGM)
- Learned how to record and edit a voice in sound forge (software)
- Learned console works in programming
- Learned how to speak fluently in Tamil and how to make a crispy content in a script and executing in the program.
- Learned how to attend the calls
- Learned about peak hours and nonpeak hours commercial in radio.
- Learned how to write a script for radio commercials.
- Learned about bumper, VTX, jingles, time check, auto segue, bed, day branding, credit lines, RJ mention, OB (outdoor broad casting) capsules, station ID.

CONCLUSION

Working as a Radio jockey is actually for me dream come true movement. During my internship I have learnt many things about programming. That how to communicate in a radio (on air). I love to work as a radio jockey that is the reason I chosen Visual communication department and selected Audiography specialization (elective).

When I gone to hello FM as a intern I have learned may things regarding programming on air and many things inspired me, got lot of experience. And also gained lots of skills.

Life skills such as moral and ethical values of the FM station communication skills, understanding the unity through team discussion of upcoming programmes working through pressure, controlling temperament and most importantly in which I have gained through this internship.

FUTURE PLANS

Finally I decided to pursue my career by taking up visual communication. I myself trained me and made me little experienced person. I wanted to become a radio jockey. So this internship experience is actually gave me a life time experience.

To be more clear I have taken up radio jockey as my main stream which is no where a less priority job comparing with other streams after being noticed and encouraged by many experienced radio jockey my spirits to stick to this area of work have gone higher.

Last but not the least through this internship I have been exposed to a work environment which I have never been a part of it earlier. It has helped me to build my personality and mindset many people (employer's) I came across during this course of this internship are highly influential on me as a budding Radio jockey.

WEEK 1 HOURS OF WORK THIS WEEK : 54 hrs TOTAL HOURS COMPLETED THIS WEEK 54 hrs

DATE & TIME	DAILY WORK DESCRIPTION
15/02/2021 9:30 – 6:30	DEPT: competition tracking, which means getting information what are the other FM station doing in the mean while.
16/02/2021 9:30 – 6:30	DEPT: competition tracking, which means getting information what are the other FM station doing in the mean while.
17/02/2021 9:30 – 6:30	DEPT: learning technical terms bumper, VTX, jingles, time check, auto segue, bed, day branding, credit lines, RJ mention, OB (outdoor broad casting) capsules, station ID.
18/02/2021 9:30 – 6:30	DEPT: learning technical terms bumper, VTX, jingles, time check, auto segue, bed, day branding, credit lines, RJ mention, OB (outdoor broad casting) capsules, station ID.
19/02/2021 9:30 – 6:30	DEPT: writing a script for a show (I myself wrote a script for on air)
20/02/2021 9:30 – 6:30	DEPT: writing a script for a show(I myself wrote a script for on air)

NEW LESSONS LEARNT AND INSIGHTS

1. competition tracking
2. learning technical terms
3. writing a script for a show

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY
SIGNATURE

WORK GUIDE

--

DATE AND TIME OF REPORTING:

WEEK 2 HOURS OF WORK THIS WEEK : 54 hrs TOTAL HOURS COMPLETED THIS WEEK 54 hrs

DATE & TIME	DAILY WORK DESCRIPTION
22/02/2021 9:30 – 6:30	DEPT: recording professionally my voice in sound forge
23/02/2021 9:30 – 6:30	DEPT: recording professionally my voice in sound forge
24/02/2021 9:30 – 6:30	DEPT: learned about sound forge software
25/02/2021 9:30 – 6:30	DEPT: learned about sound forge software
26/02/2021 9:30 – 6:30	DEPT: gave my voice to Malabar gold and diamonds
27/02/2021 9:30 – 6:30	DEPT: wrote a script for radio commercials

NEW LESSONS LEARNT AND INSIGHTS

1. recording professionally my voice in sound forge
2. learned about sound forge software.
3. gave my voice to Malabar gold and diamonds.

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY
SIGNATURE

WORK GUIDE

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DATE AND TIME OF REPORTING:

WEEK 3 HOURS OF WORK THIS WEEK : 54 hrs TOTAL HOURS COMPLETED THIS WEEK 54 hrs

DATE & TIME	DAILY WORK DESCRIPTION
01/03/2021 9:30 – 6:30	DEPT: observing radio shows, Shows name (moondram paarvai , touring talkies, leysa leysa).
02/03/2021 9:30 – 6:30	DEPT: observing radio shows, Shows name (moondram paarvai , touring talkies, leysa leysa).
03/03/2021 9:30 – 6:30	DEPT: attending the calls
04/03/2021 9:30 – 6:30	DEPT: attending the calls
05/03/2021 9:30 – 6:30	DEPT: Learned about bumper, VTX, jingle, time check, auto segue, bed, day branding, credit lines, RJ mention, OB (outdoor broad casting) capsules, station ID.
06/03/2021 9:30 – 6:30	DEPT: Learned about bumper, VTX, jingle, time check, auto segue, bed, day branding, credit lines, RJ mention, OB (outdoor broad casting) capsules, station ID.

NEW LESSONS LEARNT AND INSIGHTS

1. observing radio shows,
2. attending the calls
3. Learned about bumper, VTX, jingle, time check, auto segue, bed, day branding, credit lines, RJ mention, OB (outdoor broad casting) capsules, station ID.

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS:

OBSERVATION OF THE FACULTY
SIGNATURE

WORK GUIDE

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DATE AND TIME OF REPORTING:



15th March 2021

The HOD
Department of Visual Communication,
Sathyabama Institute of Science and Technology,
Chennai - 600 119

Dear Madam/ Sir,

This is to certify that **Ms. Shamini. T** (Regd No - 38270065), a student of 3rd Year Bachelor of Science in Visual Communication, Sathyabama Institute of Science and Technology, Chennai has successfully completed her internship in Hello FM, Chennai, between 15 February - 6 March 2021.

The interest dedication and involvement shown by her have been good. We wish her success in all her future endeavours.

Best Wishes

For Malar Publications Pvt Ltd,
Hello FM


M. Vijayan
Chief Operating Officer





