

**MERCURY
NETWORKS** 

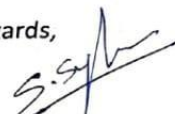
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26th April 2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **B.Priyadharshini (36580003)** student of **Sathyabama Institute of Science and Technology** (Chennai), has undergone internship training in **Vijay TV NEEYA NAANA?** from **(FEBRUARY 22nd 2021- APRIL 22nd 2021)** during the period he had on-hand experience in Script, Story research, pre-production and production.

Regards,


for Mercury Networks



INTERNSHIP

SVC6518

Submitted in partial fulfillment of the requirements for the award of

**Masters of Science
In
Visual Communication**

By

**Priyadharshini. B
(39580003)**



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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

**SCHOOL OF SCIENCE AND HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION**

MARCH 2021



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)



(Established under section 3 of the UGC Act, 1956)
Accredited with a Grade by NAAC
JEPPIAAR NAGAR, CHENNAI – 119

DEPARTMENT OF VISUAL COMMUNICATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Ms. Priyadharshini. B**
Reg.No:39580003 who carried out the project entitled “**INTERNSHIP (SVC6518)**”
under our Supervision from February 2021 to March 2021

Head of the Department

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

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

Mr.A.R.VIMAL RAJ.,M.Sc.,(Ph.D)

DECLARATION FORMAT

I, **Priyadharshini.B** hereby declare that the Project Report entitled “**INTERNSHIP**” done by me under the guidance of **Mr.A.R. VIMAL RAJ.,M.Sc.,(PhD)**Visual Communication at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** (Deemed to be university) is submitted in partial fulfillment of the requirements for the award of degree in M.Sc Visual Communication.

DATE:

PLACE: SATHYABAMA ISTSIGNATURE 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 am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr.M.Sundareswari, Dean, School of Science & Humanities and Mrs.N.Nazini, Head of the Department, Dept. of Visual Communication for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Mr. A.R.Vimal Raj for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Visual Communication who were helpful in many ways for the completion of the project.

Finally, I thank all those people who helped directly or indirectly 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

It's the year 2021 and it's been a long while since I chose Television production as my elective, in UG and then in PG. When I started learning about television I was pretty shallow, I would say I was quite a happy Television viewer than a content provider. But now I could feel the complete change in my entire mind, because in this journey of studying visual communication in Sathyabama IST since the year 2016, there has been lot of knowledge and molding that have taken place within me. I still remember the time where in spite of having strong interest in music and audiography, I chose Television as my elective in the final year of UG. Because it felt like there isn't much that I could learn about audiography at that point, it was a strong feeling that it's time for a new love and I found that love in Television. I did not choose it because television production is fun and interesting; I chose it because I love watching television, who doesn't love television? And that's how it all begins.

In the final year of UG, We would have the elective hour mostly in the last two periods, where for the first time as a class we were broken into cluster pieces. My own gangs of friends were mostly in other electives, except for one friend. Our TVP group was totally six people, so for the first time we learned in small group and the advantage is, more interaction and fun in class. So learning was fun, but doing it wasn't fun. I still remember when my first two projects were rejected just

ABOUT THE ORGANIZATION

MERCURY NETWORKS is a television production agency that has been working at the forefront of the television industry since 2006 – present. The team comprises of experienced directors and producers. It's a policy to actively seek out and support emerging talents. They have a vast experience in television media, now they started to produce films. There awards Neeya Nanna selected as a best show by various associations ad magazines.

PROFILES OF THE ORGANISATION

NAME: MERCURY NETWORKS

ADDRESS: 141, rams apartment, second floor,
Raja krishnan salai, Eldams road, Teynampet,
Chennai- 600018
PHONE: 7550285342 044-2436 0898

STARTED ON: March 2006

OWNED BY: Anthony thirunelveli

THE CHIEF: Misbah Rossy

NUMBER OF PEOPLE EMPLOYED: 15

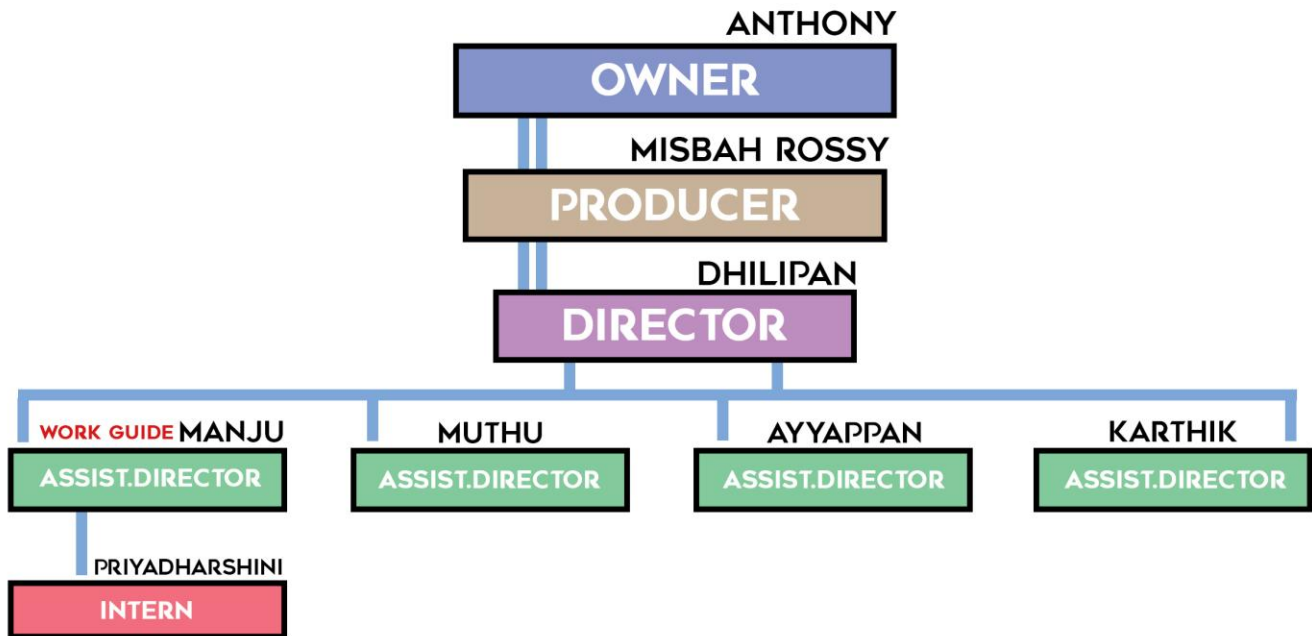
AREA OF INVOLVEMENT: Fiction/Non-fiction

MAJOR CLIENTS PRODUCTION/ACHIEVEMENTS:

1. Neeya Naana
2. Epadiku rose
3. Doctor doctor
4. Nadanthathu enna
5. Aval oru rhodarkathai
6. Nenje ezhu

FLOW CHART OF THE ORGANISATION

MERCURY NETWORKS



INSIGHTS AND LESSONS

First things first, the first thing that I learned here is Contestant coordination and data collection. Where I coordinated nearly with a more 200 people in the pre production and coordinated at least 30 people on shoot days. The next thing I learned is preparing for the meeting; we prepare topic suggestion for the show, and sort of explored number of ways that I can pick a topic. It might be an article, a current affairs or newspaper but it was nice collect various topics suggestion. Another important thing is meeting ethics, we are in meeting with lots of senior people in the field leaning to coop with that group was a task to communicate to other personnel. Preparation of show rundown is another thing that I learned; I observed how they design their show order, the next is anchor coordination, me and the entire fellow intern observed the importance of anchor and director communication that's one of the important part of the show. The set design, Lighting and operation are some of other things that interested me to explore and it was well done in Neeya Naana. Significance of coordination between on stage personnel and director is another thing I was managing the floor and helping my director to be on track. On a whole, the lessons are not just something that I put down into just this paragraph, as far as I know, I did learn a good amount of work which I believe will enlighten me further into my career one way or another.

WORK DESCRIPTION

SHOW NAME: “Neeya Naana”

I joined the crew of “**Neeya Naana**” and I worked in the direction department as an intern. My work is to help with the requirement of the director and follow the instruction. I was involved in all the pre-production, production work. Throughout the course of my internship period, I was completely involved with all the process of the production except post production, so I got the opportunity to observe and learn the process from beginning to end. One of the highlighted works in Neeya Naana is the research work on topic for the show; in every meeting I as an intern contributed my list of topic suggestion of the show. Further in my internship period gathering data was an essential part, there was be a list of phone number, the list comprises of interested people enrolled to participating in the show. My job is to call many as much as 70+ people a day and ask them if they are available on the shoot day, and then I also gather the list of interested people and their details. In other ways apart from audience calling, emailing is also done and I also collect data through their email. At the end of the day we submit the enrolled data list, which is collected from audience. On occasional days we go on field work, we go to different school, college, work place to gather people who are interested in participating in the show. This is just the pre-production work, apart from this there is the production works during the shoot day. On shoot days, I coordinate the participant on their arrival and make sure we have all the people that are needed for the shoot and after settling them in their respective places. I manage the floor as well, on the requirement of the director I act actively through the floor to keep the shoot on track.

Highlights of work

- Provision of various topic suggestions for the show.
- Arranging participants for the shoot
- Coordinating with contestant throughout.
- Field work - going to different institute or work place to collect data of interested people for the show.

CONCLUSION

When I joined M.sc viscom, I felt the independency and respect that are given by the teachers. They treated us in a way that we ourselves could believe in us, there treatment have catalyzed us into the thought that we are no more amateur and we are bound to push us further in professional ways. That's what master degree is all about, it's not a place to learn basic, I believe it's a place where we are one among the academics and our works need to be at the least 50% to the professional work. I also could see the vast difference of knowledge and approach to things after I joined M.sc viscom. My current internship period was nothing like what I did in my B.sc viscom. They actually worked in this internship, because in all the past internship during under graduate period, our internship were more likely observation rather than actual work, but now, we are actually involved in the work.

FUTURE PLANS

I love television and it's astonishing when I could decode or understand the production style of any show, which I used to watch it from just an audience point of view earlier. After my internship period, I haven't stopped working, I been recruited and I'm working in the same production house currently. I'm looking forward to continuing to work in the industry further, learn more and grow more creative. My future plan is to keep up the good in me, learn something every day, be happy and reach my destination at the right time and place.