

PRINT AND ADVERTISING MEDIA

Project submitted to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of degree of
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

By

R. Swarna Meena

2021JM09

Under the Guidance of

Dr. C. Gladious Guna Ranjini

Assistant Professor

Department of Journalism and Mass Communication

Fatima College, Madurai-625018



Fatima College [Autonomous]

Re-accredited with A⁺⁺ by NAAC (Cycle-4)

Mary Land, Madurai-625018, Tamil Nadu

APRIL 2024

ACKNOWLEDGEMENT


I extend my heartfelt gratitude to the entire team at Vikatan and Solfotons Digital for their unwavering support, guidance, and mentorship throughout my internship. Special thanks to **Mr. Balamurugan**, Student Co-Ordinator of Vikatan Group and **Ms. Jeni Freeda**, Chief Reporter, Aval Vikatan for their invaluable insights, encouragement, and belief in my potential. I would like to thank **Mr. Solaiappan Shunmuham**, Founder of Solfotons Digital for his unwavering support during my internship.

I would like to express my sincere heartfelt thanks to Vice Principal; **Ms.P. Sumedha**, Head of the Department of Journalism and Mass Communication; the Professors of our department **Dr. Gladious Guna Ranjini** and **Ms. Jeno Mary** for providing me the wonderful support throughout my internship period.

DECLARATION

I declare that this work that I have submitted for the Bachelor of Arts Degree, is my original work and that the project has not previously formed the basis either in whole or in part of the award of any degree, associateship, fellowship or any other similar titles.

Place: Madurai


Signature of the Candidate

CERTIFICATE

Ms. P. Sumedha

Assistant Professor & Head

**Department of Journalism &
Mass Communication**



FATIMA COLLEGE (Autonomous)

(Re-Accredited with 'A++ by NAAC)
(College with Potential for Excellence)

Mary Land, Madurai-18.

PHONE :0452-2668016, 2669015

FAX:91-452-2668437

This is to certify that the project report of the Internship done on "**Print and Advertising Media**" is Bonafide work carried out by **R. Swarna Meena** of B.A. Department of Journalism & Mass Communication, Fatima College (Autonomous), affiliated to Madurai Kamaraj University, Madurai, in partial fulfilment of the requirements for the award of a degree of Bachelor of Arts in Journalism and Mass Communication. The internship represents independent and original work of the candidate under my guidance.

Signature of the Supervisor

Signature of the
Head of the Department

Place: Madurai

Vice Principal



FATIMA COLLEGE (Autonomous)
(Re - Accredited with A++ by NAAC (Cycle-IV))
Mary Land, Madurai-18
PHONE: 2668016, 2669015
FAX : 0452-2668437
Email : info@fatimacollegemdu.org

Date : 21.12.2023

To

Solfotons Digital
3rd E Street
Kamaraj Nagar
Thiruvanniyur
Chennai.

Dear Sir/Madam,

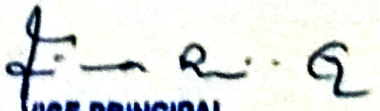
Sub: Permission for Internship Training - Dept of Journalism.

* * *

We would like to introduce ourselves as Fatima College, affiliated to Madurai Kamaraj University. As the part of curriculum, for Journalism and Mass Communication, the students have to undergo Internship from 23.12.2023 to 02.01.2024. This Internship will enable the students to gain better knowledge.

In this regard, we request to permit our student R Swarna Meena of III B.A. Journalism and Mass Communication, Reg. No. 2021JM09 to undergo training in your esteemed organisation.

Thank you,


VICE PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI-625 018



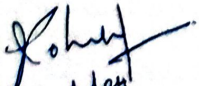
02.01.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Swarna Meena R pursuing B.A. Journalism and Mass Communication in Fatima College, has undergone internship at Solfotons Digital from 23.12.2023 to 02.01. 2024. in the production department

We wish her great success in various facets of Journalism.

With Regards,


21/01/24

Solaiappan Shunmuham
Founder
Solfotons Digital.