

Summer Training Report

SJMJ809A

Submitted

**In partial fulfillment of the requirements of the degree of
Master of Arts (Journalism and Mass Communication)**

By

PRACHI AGARWAL

Roll No. 2109670003

Under the supervision of

Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and Mass Communication

K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

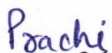
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

November 2022

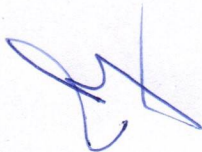
**School of Journalism & Mass Communication
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DECLARATION

I, **Prachi Agarwal**, Roll No. **2109670003**, Batch (2021-23) certify that the Summer Training Report contains original work done by me and it has a detailed report of authentic work carried out by me in MA(JMC) program.


Signature of the Student

Date: **18th November 2022**

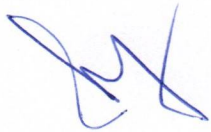


Mr. Ritwik Ghosh
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Prachi Agarwal**, Roll No. **2109670003**, Batch (2021-23) for the partial fulfillment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Mr. Ritwik Ghosh
Assistant Professor

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Acknowledgement

Guidance, Inspiration, and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me with such a wonderful opportunity to widen the horizons of my knowledge my Mr. Ritwik Ghosh. Also, thanks to him for giving all support, guidance, and encouragement throughout the work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: **18th November 2022**

Student Name: **Prachi Agarwal**

Roll Number: **2109670003**

EXECUTIVE SUMMARY

As a part of the MA(JMC) curriculum and to gain practical knowledge in the field of media, we were required to make a report on the internship including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the public relation department of any organization.

In this report, I have included various works done during the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the public relation department of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.

INTERNSHIP CERTIFICATE

CERTIFICATE OF INTERNSHIP

This internship program certificate is proudly
awarded to

PRACHI AGRAWAL

For her outstanding completion of the compulsory
internship program at K.R. Mangalam University from August
to October 2022.

Chandra Shekhar Dubey
VC

Amritansh Kumar
Director

Summer Training Report

Introduction

This Summer Training Report encapsulates my enriching internship experience at K R Mangalam University, where I immersed myself in the nuances of Public Relations and Corporate Communication and various other facets of Journalism and Mass Communication. This report encapsulates the enriching experiences, valuable learnings, and accomplishments attained during my internship. The internship provided me with an opportunity to improve my skills and explore the field of Journalism and Mass Communication.

Internship Objectives

The primary objective of my internship at K R Mangalam University was to gain hands-on experience and expertise in Public Relations and Corporate Communication. Additionally, I aimed to explore the broader field of Journalism and Mass Communication to broaden my understanding and skill set.

Learning and Experiences

1. **Public Relations:** I delved into the strategic aspects of managing public perception and reputation for organizations. From drafting press releases to organizing media events, I learned to effectively communicate messages to target audiences and foster positive relationships with stakeholders.
2. **Corporate Communication:** I gained insights into the dynamics of internal and external communication within organizations. Through practical assignments and projects, I honed my skills in crafting corporate messages, managing communication channels, and aligning communication strategies with organizational goals.
3. **Professional Dynamics:** Collaborating with professionals at K R Mangalam University, I gained exposure to the intricacies of working in a professional environment. From setting targets to meeting deadlines, I learned to navigate through challenges and contribute effectively to team objectives.

Outcomes and Achievements

1. **Sincere Work Ethic:** Feedback from my mentor, Amritansh Kumar, affirmed my sincere dedication and commitment to fulfilling my responsibilities during the internship. This acknowledgment reinforces my work ethic and underscores the importance of diligence in professional endeavors.
2. **Enhanced Skills:** Through hands-on experience in Public Relations and Corporate Communication, I developed a diverse skill set that is highly relevant in today's media landscape. These skills are transferable and applicable across various industries and roles.
3. **Exploration of Journalism and Mass Communication:** The internship at K R Mangalam University allowed me to explore different facets of Journalism and Mass Communication, providing me with a holistic understanding of the field and its diverse career opportunities.
4. **Professional Development:** The practical experience gained at K R Mangalam University facilitated my professional development by equipping me with real-world skills and insights. This internship experience has prepared me for future roles in public relations, corporate communication, and digital marketing.

Conclusion

My internship experience at K R Mangalam University was transformative and enriching, offering me the opportunity to immerse myself in various aspects of public relations, corporate communication, and digital marketing. The mentorship, learning opportunities, and practical experiences gained during this internship have laid a strong foundation for my future career endeavors in Journalism and Mass Communication.

This Summer Training Report underscores the significance of internships in providing hands-on learning experiences and fostering professional growth. I am grateful for the opportunity and look forward to applying the skills and knowledge acquired during this internship journey in my future endeavors.

Poochi
Signature of the Student

Date: 18th November 2022