

**SAINT CLARET COLLEGE, ZIRO**  
**B. A. (MASS COMMUNICATION)**  
**SYLLABUS AS PER RGU SEMESTRAL SCHEME**  
(Subjected to syllabus enrichment by SCCZ for Claretines)  
**Semester VI**  
**BMC-604: Internship**

Total Marks: 100 - End Semester Examination

**Introduction:** The students of this semester are required to undergo an Internship program for a period of at least one month in any media organization. The assessment will be done based on the submission of the internship report and presentation by the concerned students and the feedback report by the media organization.

**Objectives:** Being part of the Internship program, a student will be able to:

- a. Improve their communicative skills and overcome their fear of camera and public presentation by working as reporter, camera person and script writer.*
- b. Understand the work culture of media houses.*
- c. Build connection as a PR & Media Professionals.*
- d. Develop/ mould their attitude and Journalistic values .*
- e. Outshine and have overall personality development required to be a media person and a responsible citizen.*