Electronic Media Internship (Mini Project)

Project submitted to the

Department of English

Thassim Beevi Abdul Kader College for Women

For the partial fulfilment of the requirements for the award of the degree of

Master of Arts (MA English) in Humanities

by

F. Francis Selastinal (22MEG0002)

N. Ishwariya (22MEG0004)

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Under the Supervision of

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DEPARTMENT OF ENGLISH

THASSIM BEEVI ABDUL KADER COLLEGE FOR WOMEN
(An Autonomous Institution)

KILAKARAI - 623517, TAMIL NADU, INDIA

CERTIFICATE

This is to certify that the work contained in the project entitled **"Internship on Electronic Media"**, submitted by **F. Francis Selastinal (22MEG0002) , N. Ishwariya (22MEG0004), M. Nihila Fathima (22MEG0007), P.M. Rakshana (22MEG0009) , V. Riyashni (22MEG0010)** for the award of the degree of **MA English** to the Department of English to the Thassim Beevi Abdul Kader College for Women, Kilakarai is a record of bonafide works carried out by them under our direct supervision.

We considered that the thesis has reached the standards and fulfilling the requirements of the rules and regulations relating to the nature of the degree. The contents embodied in the thesis have not been submitted for the award of any other degree or diploma in this or any other university/college.

Date: 26.10.23

Place: Kilakarai

Signature of the Supervisors

Ms. B. Seeni Rahfu Nisha M.A., B.Ed

Ms. K. Jasmin Malar MA., M.phil., B.Ed

Assistant Professors

Department of English

Thassim Beevi Abdul Kader College for Women

Approved By **Head of the Department**

Internal Examiner **External Examiner**

DECLARATION

We certify that

a. The work contained in the project is original and has been done by ourselves under the supervision of my supervisor.

b. The work has not been submitted to any other Institute for any degree or diploma.

c. We have conformed to the norms and guidelines given in the Ethical Code of Conduct of the Institute.

d. Whenever we have used materials (data, and the photographs) from Media masons, we have given due credit to them by citing them.

Date: 26.10 23

Place: Kilakarai

F. Francis Selastinal (22MEG0002)

N. Ishwariya (22MEG0004)

M. Nihila Fathima (22MEG0007)

P.M. Rakshana (22MEG0009)

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ACKNOWLEDGEMENT

First of all we would like to express our gratitude to the almighty. The internship report is an integral part of the MA degree. An internship provides complete practical knowledge of the areas we cover in our coursework. First we want to thank Mrs .H.K.Ravoofa, production head, MEDIA MASONS, Chennai gives us to the opportunity to practice in the organization.

We would like all the people who worked with us at Chennai media masons with their patience and openness, they created a pleasant working environment. We are also grateful to Media Masons that the internship in their production helped us gain practical experience, as well as explore my coursework skills in such a prestigious environment. The journey started as a student towards the professional interns. The aim in mind to learn the practical aspect of life ended as a memorable experience and also helped us to come off with flying colours.

No work can be completed without other's contribution. The preparation of presentation of this humble work encompasses the immense and unlimited help through of innumerable people .We express deep & sincere gratitude to our professors Mrs. Seeni Rahfu Nisha & Mrs. K.Jasmin Malar for guidance, supervision, expert suggestion and encouragement which helped me to tide over the hardship encouraged during study. Finally, we would like to thank our family for their support and care throughout our work.

Letter of Transmittal

To

Ms. B. Seeni Rahfu Nisha & Ms. K. Jasmin Malar

Assistant Professors

Department of English

Thassim Beevi Abdul Kader College for Women

Kilakarai.

Dear Madam,

We are pleased to submit the internship report as a partial fulfillment of the MA English program. We concentrate our best to present this report on our internship from MediaMasons, Chennai. We tried our best to work sincerely to cover all aspects regarding the matter.

Therefore, we expect that you will pardon our unintentional mistakes in preparing this report. However, if you need any clarification for further improvement of the report, we will be obligated to provide further explanation. We sincerely hope that you will appreciate our effort.

Thank You

F. Francis Selastinal

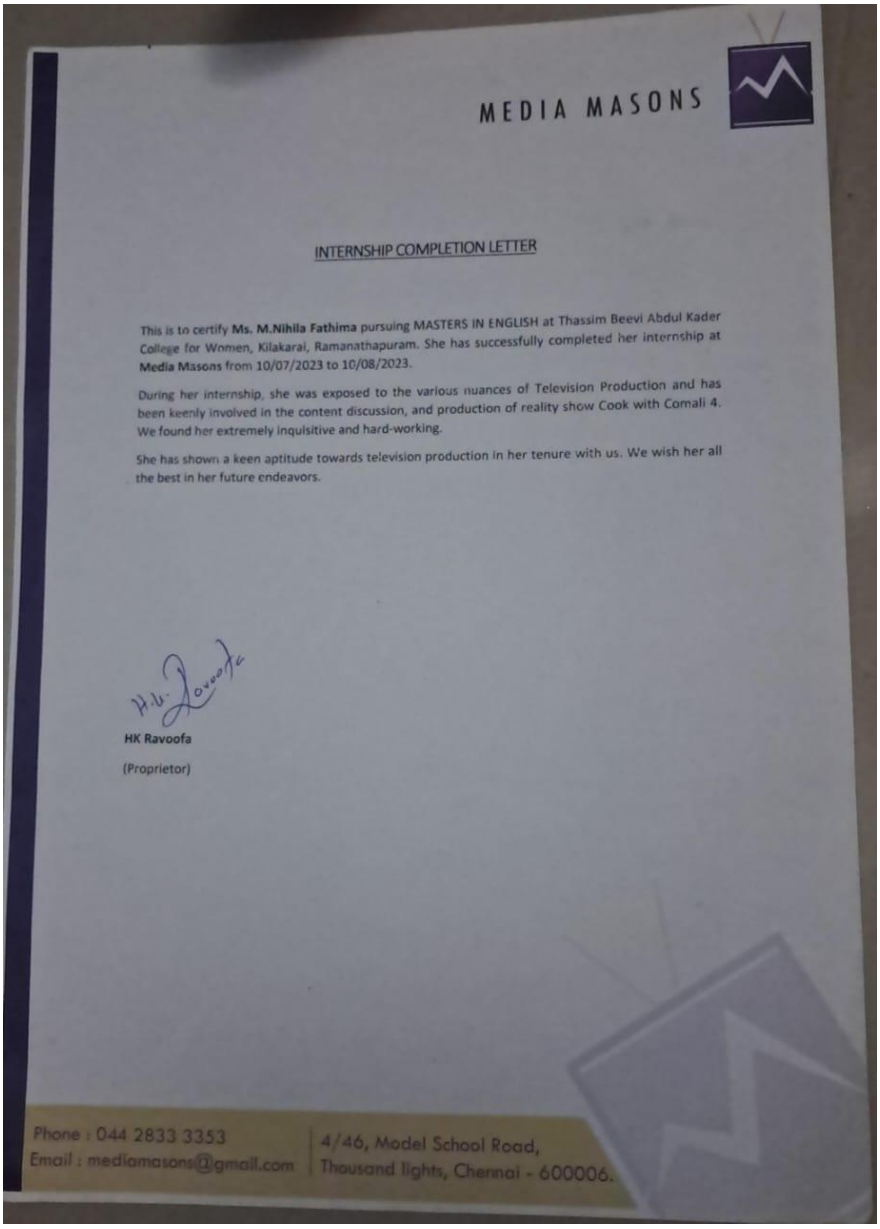
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Certificates



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This is to certify **Ms. M.Nihila Fathima** pursuing MASTERS IN ENGLISH at Thassim Beevi Abdul Kader College for Women, Kilakarai, Ramanathapuram. She has successfully completed her internship at **Media Masons** from 10/07/2023 to 10/08/2023.

During her internship, she was exposed to the various nuances of Television Production and has been keenly involved in the content discussion, and production of reality show Cook with Comali 4. We found her extremely inquisitive and hard-working.

She has shown a keen aptitude towards television production in her tenure with us. We wish her all the best in her future endeavors.

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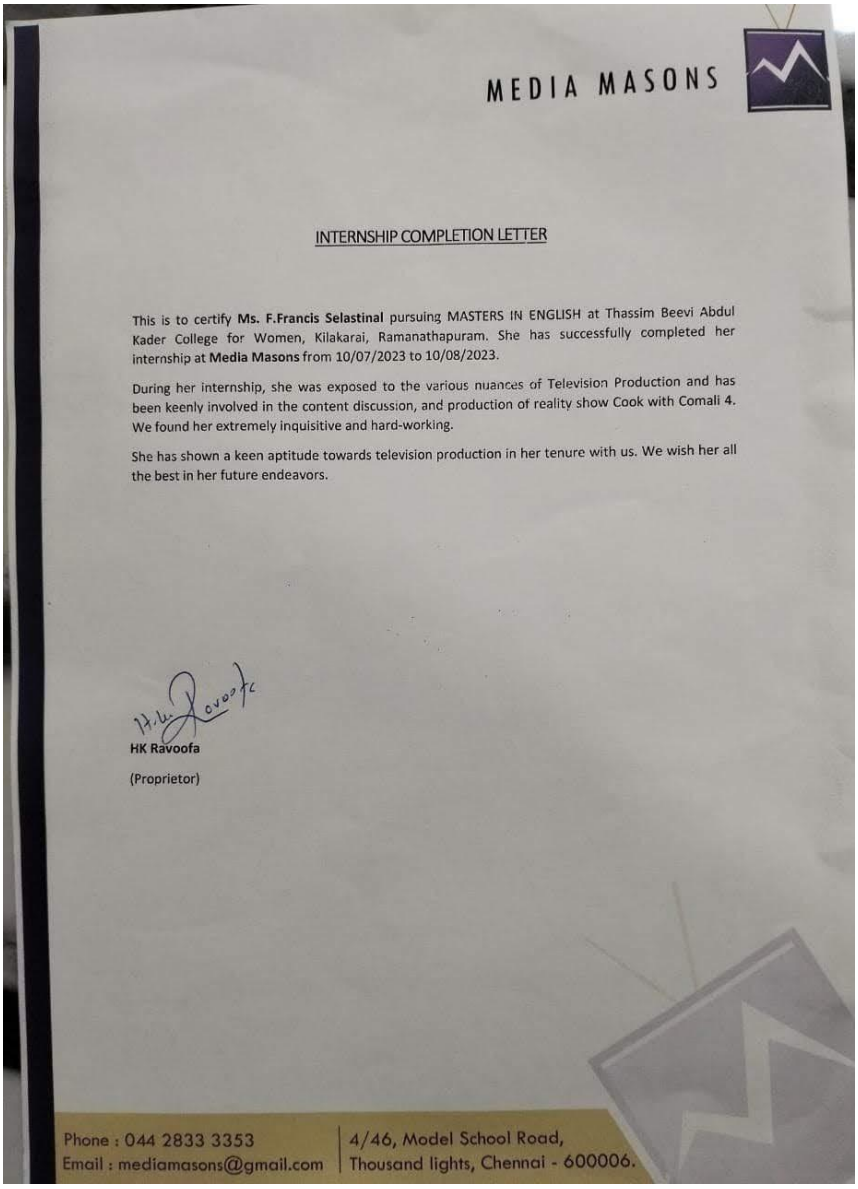
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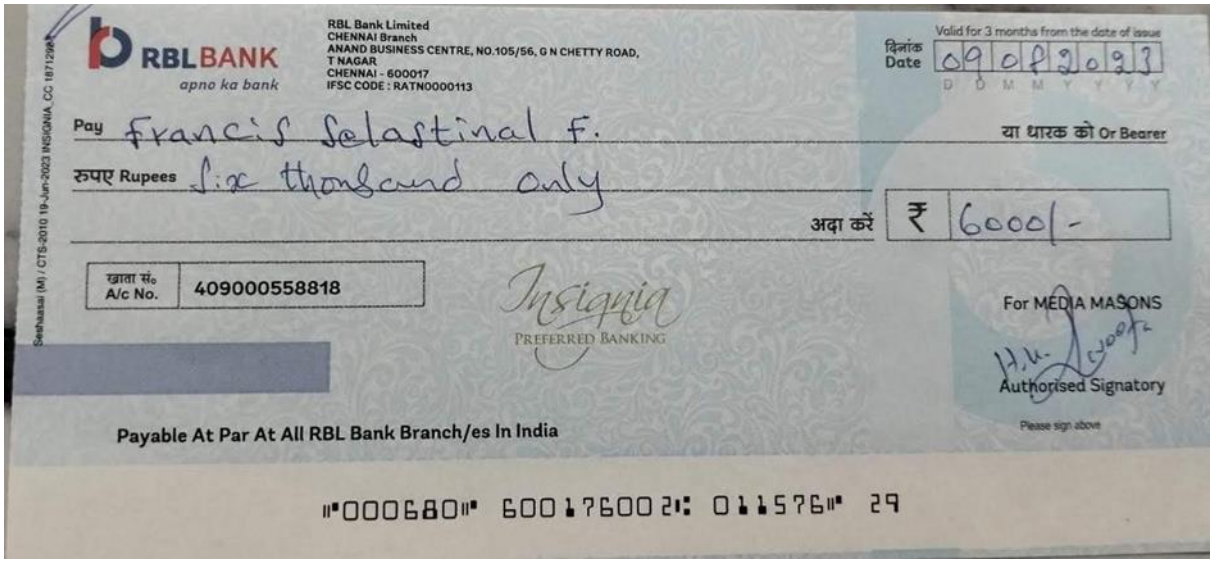
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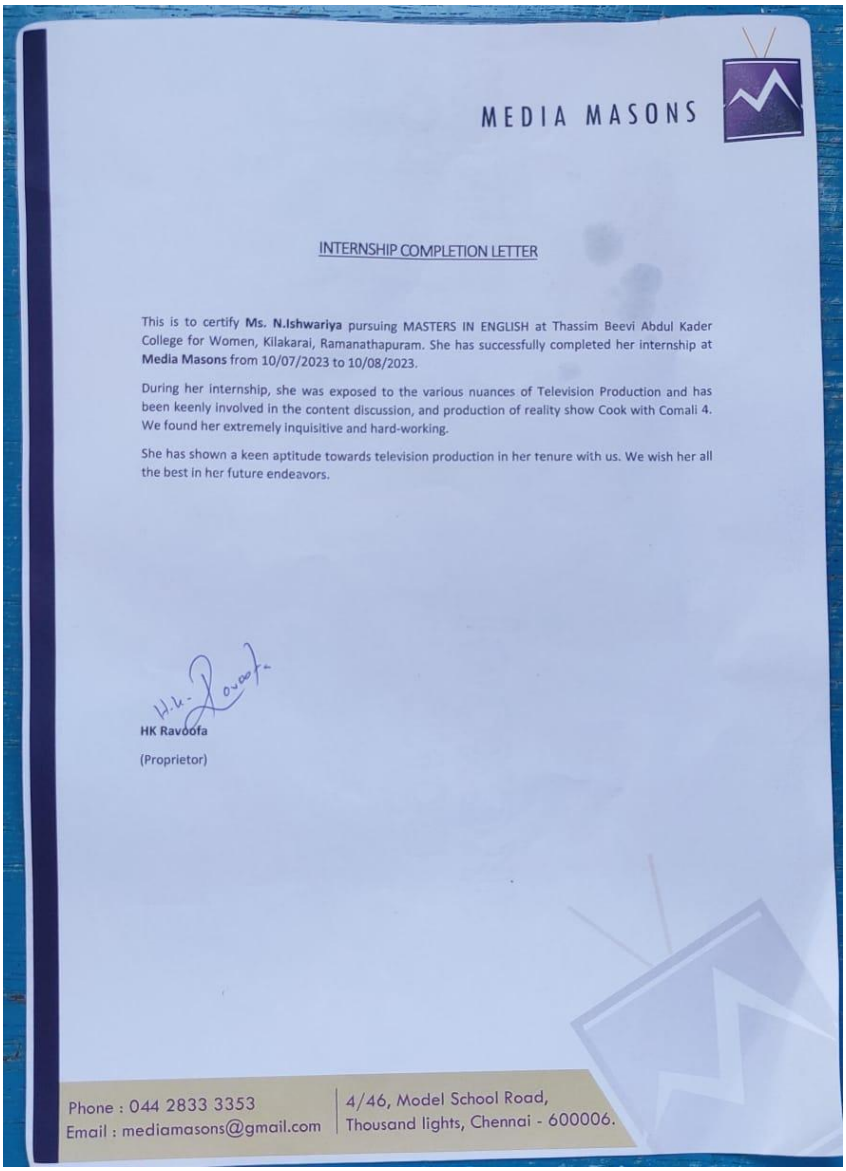
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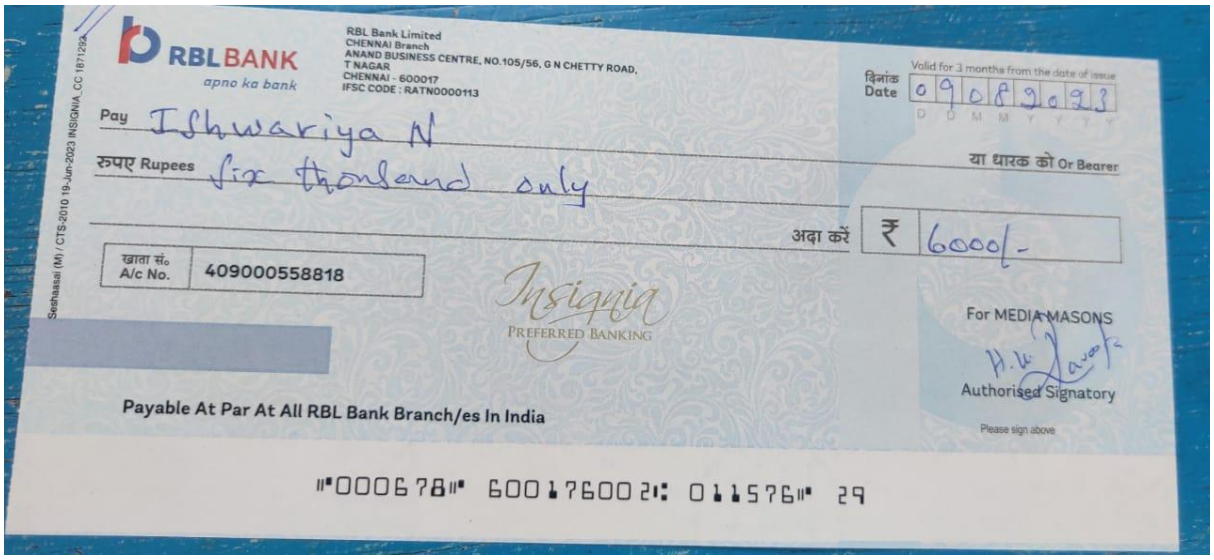
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This is to certify **Ms. V.Riyashni** pursuing MASTERS IN ENGLISH at Thassim Beevi Abdul Kader College for Women, Kilakarai, Ramanathapuram. She has successfully completed her internship at **Media Masons** from 10/07/2023 to 10/08/2023.

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IMPORTANCE OF INTERNSHIP

An essential part of our academic and professional journeys is internships. They offer a priceless chance to obtain practical experience, form business relationships, and hone critical abilities for a prosperous career. Exposure to real-world work conditions is one of the main advantages of internships. We are able to apply the theoretical knowledge we have learned in the classroom to real-world scenarios thanks to this practical experience. Through internships, we can gain insight into how our topic functions in the real world and often act as a link between academia and the practical sector. We can have a better grasp of our chosen career and obtain insight into the potential and challenges it brings by working on real projects and activities.

Another important benefit of internships is networking. It gives students the ability to network with professionals in their field, which can be very beneficial for future employment prospects. Developing a professional network can lead to mentorship, internship, and employment offers. Acquiring knowledge about their field, remaining current with emerging patterns, and receiving guidance on pursuing their professional goals can also be beneficial.

Another important component of internships is the development of skills. They provide a forum for students to improve their communication, problem-solving, teamwork, and time management abilities. These abilities can help students stand out in a crowded job market and are crucial for success in any field.

Through internships, we can also ascertain whether a specific business or sector is a good fit for us, which enables us to make more educated decisions on our long-term professional objectives. In summary, internships have a big influence on our ability to succeed in the workplace and are essential in moulding the future professionals we aspire to be. As a result, we ought to give internships top priority because they are crucial for students; academic and professional growth.

Introduction

MEDIA MASONS

originals

We, the five girls from II MA English have gone to intern on Electronic Media as a part of our curriculum. Media Masons has accepted our request to join as interns. Media Masons has been a television production company based in Chennai since 2005. It creates and implements material for the GECs (General Entertainment Channel) in Tamilnadu. Additionally, it creates and performs theatrical productions.

Two visionaries with unquenchable enthusiasm for art and creativity, H. K. **Ravoofa, CEO and founder and Prathima**Cuppala, Creative Head, joined forces two decades ago to enter the television market through reality shows. They took on many positions throughout the years through various plays, including screenplay writing, costumes, directing, and production, and they soon realized they had worn nearly all the hats necessary to launch a production firm. They could control all they pledged to handle to assure committed deliverables under their own oversight and accountability in this way. For every product that MM releases, a team of highly qualified specialists and technicians is assembled.

WHAT DO THEY DO?

Production company that conceptualizes and produces some of South India's biggest, most renowned, and celebrated reality shows, **including Mr. and Mrs. Chinnathirai, Super Singer, and Cook with Comali**, to mention a few.

Diversified content, including independent music for a global audience, OTT, live events, and digital engagements.

- They make celebrities rather than working with them.
- They change lives.
- They open doors for them to pursue their passion as a full-time profession.
- They spot talents that go on to become well-known artists.
- They provide inspiration for artists to pursue their goals.
- They assemble all talents under one roof, develop them, and celebrate them.

WHAT HAVE WE DONE?

Since we went there during the shooting of COOK WITH COMALI 4 shooting for the celebration round and finale, we have done some ground work such as providing ideas for the tasks that would be held on the shooting set. and also for the finale round, we gave novel ideas for cooking in the advantage round as well as in the main task.

COMPLETED PROJECTS:

- Music reality shows 14 seasons spanning over 15 years.
- Cookery demonstration shows 500 episodes
- Cookery reality shows 5 seasons
- Talk show – 70 episodes
- Game show with married couples – 26 episodes
- Celebrity based reality shows – 16 episodes
- Music concerts/stage shows – 30 shows
- Live shows – 12 shows
- Music videos - 4



H.K Ravoofa



Prathima Cuppala

PRE-

PRODUCTION

Pre-production

Cook with Comali's pre-production is the planning process and execution of every task that must take place before production begins. It usually begins once the script is finished and involves the director, cinematographer, producers, first assistant director, production managers, production coordinators, and location scouts. Every project is different depending on the budget and the size of the production, but there are some relatively universal guidelines to consider.

Meeting

The Meeting will be organized by the **MediaMasons team,** and five of us will work with the director, producer, and production manager as well as other important members of the cast.

Ideas

We took part in the discussion and contributed our ideas, such as the CWC Advantage Task, the Dish .The shooting and post-production (editing/graphics) processes will be decided.

Draft scripts, storyboards, and scene notes are shared. To make sure we are aware of all the criteria for the product and content, let's quickly go over the deliverables.

Discuss whether clients will be present at the shoot so that we may organize the shoot day or days with them in mind.

The director will give a summary of the production and post-production schedule so that it can be modified or reviewed, along with the final deliverables.

Costume and Production Design

We and MM worked on a shoestring budget and chose an experienced fashion designer to find exactly what we needed. Clothing is an essential aspect of a film's look, and we discussed colours and textures with not only the costume designer, but also the production design department, the director and director of photography, and makeup and hair.

Doing this ensured that the entire production had a consistent look and visual identity.

Costume designers will want to make fitting appointments as soon as possible – that way we'll pick up some potential costumes they've found, dress up the cast, and take photos to share with the other creative departments mentioned above. Again, this will ensure that all the components of the CWC stay together.

How many dress copies need

During the CWC shoot we found out how many versions of a particular dress we needed. We always assumed an actor would spill ketchup or sweat profusely under hot lights.

The costume designer will create a list of changes (how many times a character will change clothes) and then provide as many copies as needed (a costume used in multiple scenes will require more copies than a costume used in just one).

Plan for Visual Effects

Visual effects don't just mean the big explosions we plan for the climactic battle scene. These effects range from tiny green screen touches to computer-generated dinosaurs.

We had a clear sense of the effects we needed because they take time to create. If we know what we want before the shoot starts, we stand a better chance of achieving the effects we want.

A detailed conversation in pre-production with all the key people involved will ensure that things are less time-consuming and nerve-wracking during shooting and post-production.

Collaborate with key works

It is very important for the visual effects department to understand exactly what the director and DOP have in mind. The easiest way to make sure everyone is on the same page is to clearly storyboard the outcomes

It took time to make each 'thing' in the script physically tangible (or computer generated) As seen in each of the examples above, the sooner we started the process the better.

Financing and Budget

Financing

We won't get very far without funding. We're going to need money—and maybe quite a bit of it. This means distribution partners, co-producers, a group of investors – never using our own money.

We will have a budget to attract funding, so we will try to factor in everything we can to come up with a logical figure. It is important not to underestimate or overestimate the costs, which will do us no favours.

Budget

The way we structure our budget depends on the type of production we are working on and where we are going to shoot.

First Ad

The First AD is directly responsible to the director and is in charge of the set. This person will schedule all of the important things in relation to the production phase. The First AD will figure out the duration of production and plan out each daily schedule, making sure everything is running on time to avoid costly overruns. They deal in time management, and will keep a tight schedule once shooting begins.

The First AD will be responsible for preparing day out of days (the tally of the number of paid days for each cast member) and creating the daily call sheet (the schedule for each shooting day). They will be the main point of communication on set and take care of staff and shot security.

Director

Bringing our director into pre-production helps us set everything up for the shoot. He will bring other key people in the production like director of photography. Collaborating with our director on storyboards and shot lists will help ensure everything is ready as we transition from pre-production to production.

Department heads

Our team is made up of various departments, each of which is headed by a department head. For pre-production, an actor, costume designer and production designer will be key people. We can provide work to these people as pre-production nodes close to production. We met regularly to ensure that the heads of various departments were all on the same page and that plans and schedules were being adhered to.

They will also ensure that the product has the same look and feel that is essential for a successful project.

Preparing to Shoot

Let’s break down the shoot into its parts: To create our shoot, we’re going to shoot the actors with cameras on the EVP set. In this section, we will see how we can plan everything that is needed in front of and behind the lens.

Finding Equipment

For productions, we carry recording, sound and lighting equipment. Don’t forget that equipment is not just equipment. We have to transport everything to the set, and that requires multiple vehicles, and you need specially trained and certified personnel to operate some of the equipment.

Location

We have to shoot in EVP which means we have to take care of things like weather, power sources and permission to shoot. All VIJAY TV program shooting is done in EVP. While shooting on location, we have close access to the production floor, equipment location and enough rooms nearby to host the entire crew.

Shooting schedule

We've created a shot list. We may have already worked out a rough shooting schedule to calculate the day-to-release days. Now you have to plan everything in detail.

We and our team have to figure out which scenes we are going to show. Creating the perfect shooting schedule depends on many factors, from the cast and location to the length, technical requirements and emotional weight of each scene.

Discuss the scenes with the director and editor

If we can, it's also useful to talk to our editors about shot lists, as they can give feedback on coverage, which can be very useful in post-production. Mapping out these things logically will save us time and help us avoid delays while we are in production.

The wider the shot, the more difficult it is to execute. This means more time to complete the shot. The length of a shot is also an important factor in determining the shooting schedule. If the director is planning a 10-minute long steady camera shot, the static camera will need more time than a single line.

The director will outline his vision and the production coordinator and first AD will try to translate all this information into a coherent and workable shooting schedule.

The Final Touches in Pre-production

We got our financing, finalized our script, hired our crew, budgeted everything, and created a production and shooting schedule. Our project is now ready to go from pre-production to production. It may feel like trying to juggle too many places at once, but all the hard work up until this point will pay rich dividends from this point forward.

A successfully managed pre-production period will set us up for production. Getting on set takes a lot of work, but knowledge of all the different components involved makes it easy to get everything right.

Name: N. Ishwariya

Class; II MA English

SCRIPT WRITING

SCRIPT WRITING

WHAT IS SCRIPT WRITING?

Writing stories for the screenplay format is referred to as script writing (or screenwriting). Writing a script entails capturing the facial expressions, actions, and language of the characters in a screenplay in screenplay format, creating a novel, a poem, or an essay is a very different process from creating a script. Specific formatting techniques are necessary in order to communicate successfully on the screen. The plot is visually expressed using the screenplay format. Screenwriters create the scripts for movies, TV shows, video games, and increasingly even web series. In an effort to market their screenplay or locate an agent, writers of scripts may work for pay or on the side.

HOW TO START A SCRIPT:

Choosing the structure you wish to write your screenplay in, such as scene headers and conversation or just dialogue lines, is the first stage in writing a script.

It is best to follow the format that they provide if you are writing a screenplay to submit to a contest or an agent.

You must determine the number of characters in your story and how many pages each character will receive after deciding on the structure of your screenplay.

Scriptwriting Basic Steps :

- Create your story concept.
- Brainstorm specific ideas.
- Conduct background research.
- Develop the characters.

- Create an outline.
- Write a first draft.
- Revise your draft.
- Follow all technical guidelines.

Create your story concept

The first stage is to develop the idea for our story. In essence, this is the main concept from which you will construct all other ideas. The idea is wide and can be encapsulated in a single phrase.

Brainstorm specific ideas

The second step is a creative one, where writers develop the various tale components, setting, characters, storyline, and more that will bring their concept to life. Writers view this as a gathering phase where they gather as many ideas as they can to subsequently distill into the core of their work.

Conduct background research

Background research might assist in guiding the subsequent brainstorming and planning stages.

Develop the characters

Most narratives feature a protagonist as the main character and an antagonist, the main adversary. A hero or leader who advocates a just cause is a protagonist. Characters that oppose the protagonist's noble deeds are known as antagonists. The characters in a good script must have depth and lead the audience on an emotional journey.

Create an outline

Write a first draft with all the scenes, dialogue, character arcs, and the entire plot, are included in the first draft of the script. On the basis of ideas created during the initial draft of the script, authors will occasionally modify their outline. Sometimes authors will stick to their outline without making any adjustments.

Revise your draft

Before editing their initial draft, writers frequently take a brief break. This enables them to approach editing with a new outlook and vigour. Writers consider the big picture when editing, considering how each story piece brings their vision to life and how each small detail fits in the overall scheme. Multiple rounds of editing may take place, and editors outside the writer may participate. During the editing process, every aspect from word choice to significant events is assessed and perhaps changed.

Follow all technical guidelines

The technical arrangement of the script must adhere to a standard structure, as required by the entertainment industry. With most scripts ranging from 90 to 120 pages, the goal is to standardize script length and the related performances such that one page always correlates to one minute of material. A consistent font style and size, margin size, paper type, headings, and page numbers are among the precise technical requirements.

Script Writing Basic Format

The first step of writing is called drafting, and it involves creating rough drafts of our novel in order to get everything down on paper.

Rough drafts are turned into polished drafts through the process of revising. Revising entails doing the hard work of reworking your stuff to improve it, which goes beyond simple tweaking.

What Are the Scriptwriting Steps?

Choosing your topic in detail is one of the first steps in producing a script. Contrary to popular belief, the process of producing a script involves much more than simply outlining the plot. It can be quite challenging to figure out what you're trying to convey once you've begun writing a script if you don't know what the message is before you begin. Scriptwriting is about communicating a message or idea to an audience.

How To Start Writing A Script

If you want to write a good script, you must first understand how to begin writing a script. Writing a script is a difficult task. If you can create an exceptional plot that will keep your viewers engaged throughout the entire film, you have just accomplished something fantastic.

However, creating anything like this takes time and work. You may need to prepare yourself before you begin writing because it is not as simple as it appears. You will need a lot of time to produce an amazing script, so set aside some time if you want to.

SCRIPT IN RELATION WITH MEDIAMSONS' PROGRAMS

COOKU WITH COMALI

Cooku with Comali popularly known by the abbreviation CWC, is an Indian Tamil-language cooking competition show where participants are partnered up with comedians who are also amateur cooks on a weekly basis. The show airs on Star Vijay and streams on Disney+ Hotstar. The first season's debut was on November 16, 2019, and it concluded on February 23, 2020. The second season began on November 14, 2020, and concluded on April 14, 2021.

The third season began on January 22, 2022, and concluded on July 24, 2022. The fourth season began on January 28, 2023, and concluded on July 30, 2023. Chef Damu and Chef Venkatesh Bhat challenge the participants each week, along with their comalis.

Genre Cookery, comedy
Directed by Parthiv Mani
Presented by VJ Rakshan
Judges Chef Damu and Chef Venkatesh Bhat

The Director of Cook With Comali is Parthiban, who has previously worked on Vijay TV programs like Kitchen Superstars and Super Singer. The show was created by Media Masons, a production company based in Chennai that was formed and is led by HK Ravoofa. Along with Ravoofa, its creative director Prathima is also in charge of Cook With Comali's creative direction.

Parthiban claims that during a team discussion, the topic itself was jointly discussed. "We were certain that we would produce a reality cooking program, and together, we came up with the notion of including a comic. It was extremely natural," says Parthiban.



INTERVIEW FOR BABA BLACK SHEEP TEAM

As We Went there, the First task assigned to us on the day of our arrival was writing questions for a team who did a film project called **Baba Black Sheep.** The interview consisted of the members the actress, Ammu Abirami, and the director, Rajmohan at mediamasons. We were told to focus on creating questions which give answers with deep insights. likewise, we wrote questions and did our first task successfully.

MEDIAMASONS KITCHEN

We were assigned to do another work for one of their other main pages called **MEDAMASONS KITCHENS**. There the channel focuses on doing innovative cuisine ideas from all over world kitchens. Our task was to give 100 types of chutneys that can be done using different ingredients and different methods. so we did that task by compiling 100 ideas for chutneys for their channel. Soon these ideas were implemented into action and were made into videos for their channel.

SAMODU VILAIYADU (SEASON 3)

One of the Media mason's own and successful reality shows is called samodu vilaiyadu. This has so far gotten 3 seasons. During our internship there, the process for commencing samodu vilaiyadu season 3 had started. We were assigned another task for writing game scripts for that show. We wrote scripts for the games like dumb charades, finding Tamil songs which were translated into English and finding movie names with the help of one of the movie dialogues. Thus those scripts were taken into consideration.

Again we were assigned to do some work for the same program. Finding a guest list for the program. We did collect a lot of hot celebrities and top influencers in the entertainment industry with the help of our social media accounts. Thus, this was also taken into consideration.



Name: M. Nihila Fathima

Class; II MA English

ROLE OF ADVERTISEMENT

Role of Advertisement

Cook with Comali is a widely anticipated Tamil comedy cooking show where amateur chefsare paired with comedians and judged by top chefs Chef Damu and Chef Venkatesh Bhat. Cook with Comali Season 4, is an exciting show featuring famous comedians and will be started from Jan 28 th , 2023.

Advertisement introduction:

Basic ethical principles in advertising must be seriously considered. This is due to the function of advertising as a vehicle for communication, which is used to entice and persuade a target audience to decide whether or not to purchase a specific commodity. A good advertisement must therefore not be dishonest, false, or intended to deceive its target audience. When an advertisement is dishonest, it is only successful for a short time and can cause the consumer to have a bad opinion of the goods, which they would have been unethically persuaded to buy just once.

Role of Advertising:

- In Communication
- In Marketing
- In Politics
- In Society
- In Democracy
- In environment Preservation

CWC sponsors

Cook with Comali Advertising will target a largely Tamil-speaking audience who would spend an average of 55 minutes watching the program. By Advertising on Cook with Comali, sponsors **Vidiem, Sakthi Masala, Cardia, GRB, KAG, Fantastic Jayachandran,** Prisma will be able to improve conversions through calls to action which will be displayed along with the show. Cook with Comali advertising delivers a high impact and builds awareness about brand products or services. Advertisement for Cook with Comali Season 4 on Vijay TV will help companies with retargeting consumers based on their demographics and user engagement. Cook with Comali Season 4 on Vijay TV Advertising will offer flexibility and precision through various types of media options. Advertising in Cook with Comali Season 4 on Vijay TV will help promote products and services that

will span across the platform. Cook with Comali Season 4 on Vijay TV Advertising is an affordable way to reach more people and target consumers at every stage of the buying funnel from visibility to sales.

Through Cook with Comali Season 4 on Vijay TV Advertising, companies can achieve a number of business goals through a marketing funnel that ranges from brand visibility to consumer engagement, as well as launching new products or services that drive repeated sales. Cook with Comali Season 4 on Vijay TV Ads drive revenue that promotes business, products, and services to generate brand awareness, sales, and more. Ads for Cook with Comali Season 4 on Vijay TV can be crucial for business marketing strategies through which audiences can reach and engage with.

Advertising for Cook with Comali Season 4 on Vijay TV can be advertised by visiting the official website of The Media Ant. Sponsors can select their Cook with Comali Season 4 on Vijay TV Ads; add them to the bag, checkout, and pay on the website. Sponsors can reach out to our in-house digital advertising team for more information on Cook with Comali Season 4 on Vijay TV Advertisements 2023 rates. Samodu vilayadu

Samodu Vilayadu – the most entertaining and hilarious game show on the block! Hosted by the charismatic Sam Vishal and produced by the creative geniuses at Media Masons, this show is your ticket to fun, laughter, and the chance to take home over lakh rupees in cash prizes!

In “Samodu Vilayadu,” contestants from all walks of life team up as duos to compete in three exciting rounds of games and challenges that will put their wit, skills, and teamwork to the test. But that’s not all this game show is also a comedy extravaganza with an abundance of humour that will have you rolling with laughter! If you’re looking for a game show that combines fun, laughter, and the opportunity to win big, “Samodu Vilayadu” is the perfect choice. Join us for an unforgettable experience that will leave you entertained and energized!

Samodu vilayadu Sponsors:

- Shuttle Up https://www.instagram.com/shuttleupin
- Style Chennai https://www.instagram.com/styl_chenna...

What happens after Cook with Comali Season 4 on Vijay TV Advertisements is displayed? After displaying Cook with Comali Season 4 on Vijay TV and samodu vilayadu Advertisements, sponsors will receive execution proof. Execution proofs will include screenshots of the ads and campaign

reports of their progress over the duration of Cook with Comali Season 4 on Vijay TV and samodu vilayadu Advertisements 2023.

Profits

Both samodu vilayadu and CWC Sponsor simultaneously cover sizable audiences. The advertising's subsequent impact is an increase in the rate at which the advertised goods or services are sold. A well-done commercial encourages you to purchase the products in order to try them out. Sales consequently rise as a result. Gains for the manufacturer result from higher sales.

Brand

Brands gain traction through advertising. The brand is made more well-known by the media through regular reruns and, in print media, through frequent publication. As a result, the target market remembers the brand and purchases the good. For instance, effective advertising is responsible for brands like Sakthi Masala, Style, Shuttle Up and Vidiem becoming well-known.

Demand

The target market is sizable regardless of the format of the CWC or advertisements. More people will be inclined to buy the stated items or use the said services if the advertisement persuades and convinces the public about the goods offered or services rendered.

Advertisements advantages:

You can use advertising to accomplish CWC and samodu vilayadu sponsors' marketing goals. It's a potent and successful approach for sponsors to: to be noticed, be comprehended, encourage movement, accomplish a goal. Spreading the message is what advertising is all about. Telling and selling the story will help consumers recognize, believe in, and remember the CWC and samodu vilayadu brand.













Name: N. Ishwariya

Class: II MA English

COSTUMES

Costume Design in Filmmaking



An Exclusive Boutique in the heart of Chennai. We curate outfits in a way that aligns with your style and makes you feel like a queen.

At Styl, apart from off the rack collections, we also customize your wardrobe.

If your style is elegant, unique, classy, and individualistic,

Step into STYL & Step out in STYLE.

The importance of costume design cannot be overstated as it is an integral part of telling the story of a film. It helps represent our civilization and also helps define the director's vision to bring the story to life.

How we dress is one of the most important ways we express ourselves; it tells the world who we are, elegant or not, modest or proud. Sometimes it even has to do with our character, religion and more. It's the same in movies: how a character dresses up, down, or anywhere in between affects how the audience perceives them. The way these characters dress helps establish what kind of characters they could be or become before they even say a word or the story gradually reveals them. Just like the costumes themselves, costume design is another subtle element that adds dimension to the film. This helps the viewers to fully immerse themselves in the fictional world created by the film. Costume designers, with the help of the director, cinematographer and production designer, build the setting of the film correctly, whether it is told in the present, the past, a distant place or a fictional place.

Any style used in the film is considered a costume. These costumes help convey details of the character's personality to the audience and help the actors transform into new and believable people on screen. Costume design and fashion design are often confused; however, the two fields and their goals are very different. Fashion designers simply design haute couture clothes to sell, while costume designers focus more on putting together an authentic wardrobe that helps highlight the characters in the story. For example, costume designers create beautiful costumes for a fancy entrance and casual wear when the script calls for it.

The story has to make the audience believe that each character has a life of their own before the movie starts. Learning the script is the first step in costume design. Each scene is described in the script by action (what happens in the scene), period (when the action takes place), place (where the action takes place) and characters. After reading the script, the costume designer meets with the director to discuss the overall vision of the film.

Two different directors make different films from the same script because the vision of one director is different from the other. During the first meeting with the director, the costume designer can get used to the details of the casting choices and characterization, the general color palette and the mood of the film. After speaking with the director, the costume designer begins the research part of the design process. This may include research on the Internet and in archives, museums and libraries; review magazines, school yearbooks and family albums; and explore historical and contemporary visual references.

Content analysis of costumes in film & Reality show

Just as Shakespeare said, "The clothes make the man," the costumes make the movie. Costumes, an essential part of films, do more than enhance the appeal of the actors or amuse the eyes of the viewer. As visual expressions of story changes, costumes are more than just props. Film costumes are an important way of conveying an era or society, conveying contemporary trends, fashions and styles, as well as people's personal transformations into myths and means of performance of costumes in film.

Stage outfit



Anchor - Manimegalai



Anchor – V J Rakshan

The visual impact of a play is greatly influenced by the clothing.Along with the surroundings, the co stumes provide a plethora of information to the viewer about the characters they are worn by.This is a result of a specific social characteristic of Western culture, and maybe of global society as a whole .First impressions are frequently the basis for how we judge other people, and because of this, clothin g plays a big role in how we perceive other people frequently even before we see their faces or hear them talk.Because of this, we frequently hear the adage “The Clothes Make the Man”.The following are some examples of the kinds of information that our clothes conveys to people about us:

- **Position and status** : Clothes can indicate our place in society as well as aspects of our wealth and social standing (boss, worker, teacher, student, etc.).
- **Gender :** Men's and women's dress is frequently prescribed by society. They come in a variety of cuts and styles. Men hardly ever dress in "women's" attire, although women sometimes do so in "male" styles and cuts.
- **Occupation :** Many professions have recognizable uniforms or clothing markings to denote affiliation with a specific business or degree of work within a business.
- **Flamboyance or modesty :** clothes might indicate our wish to "show off" through the employment of vivid colors or revealing styles, but on the other side, we can attempt to indicate our desire to blend into the background by dressing in very modest, "blend into the background" styles and hues.
- **Independence or regimentation :** Wearing uniforms instead of a more independent appearance that defies social conventions or group identities are even more subtle examples of regimentation, despite the fact that military uniforms are unmistakably regimental in nature (all the same).
- **Situation (work, play, special event):** What we wear frequently reflects what we are going to do. For instance, it's unlikely that beachwear will be worn to church, and formal events won't call for the same attire as informal ones. Though not always, work and casual attire is typically distinct from one another.

Where are costumes made?

The costumes are then prepared for creation after being conceived by the costume designer. Media Mason take all the shows costume from STYL boutique .The famous costume designer in styl, **Mithusa & Preciba Jenifar** made the costume as per the situation of the character .Actually, there

are three ways to make costumes. They may be plucked, purchased and modified, or built—that is, created from nothing.

Pulling suits

This means choosing costumes or costume pieces from pre-existing costumes made for previous performances that can be adapted to the needs of the actors and serve other characters and the director's concept. Sometimes, instead of pulling from the theater's own existing costume inventory, a customer can look into renting costumes from one of the many theater costume companies in the country. Most large regional theater centers have a rental company or two that maintain an inventory of used but convertible costumes that can be rented for a performance.

Shopping for costumes

Sometimes the costumes are quite fresh in historical style or can be adapted from current styles. In such cases, the costume designer may purchase existing audience and retail clothing and use it as is or modify it to suit the specific needs of the character and the director's wishes.

Building costumes

If desired, the customer can create new costumes or costume parts from fabric etc. in the costume shop. Once the plan is approved, the costumer coordinates the construction of the costume (theatrical term for costume) to match the design.

Create a costume in consultation with the cast and director

- ✓ To check the sewing pattern and determine the base size you need, make a rough version of the pattern .
- ✓ The first fitting is when the actor tries on a model version of the suit to make sure the sizes and fit are correct and necessary for the actor.
- ✓ After the first fitting, the pattern is disassembled and used as a pattern to cut the first assembly using the actual materials of the finished suit.
- ✓ After the initial cut of the fabric, we again agree with the actor that the costume fits and meets the needs of the performer.
- ✓ In the final sewing step, the costume is altered according to the fitting session (if necessary) and then the final shape is sewn .

- ✓ After the final sewing, the costume is placed on the actor one last time before it is placed on the costume rack for the performance. If further adjustments are required, the final steps are repeated until the suit is ready for presentation.

Related fields

In addition to the character's clothes, the costume designer is directly involved in several related fields. Basically, if an actor wears it or it is placed on an actor's body, the costume designer is responsible for it. This includes related areas such as:

- ➢ Makeup
- ➢ Wigs/hairstyle
- ➢ Masks
- ➢ Hats, accessories, crafts (eg beadwork or embroidery)

Costume is the focus of a film or television drama. In addition to contributing to the look, it helps the actors feel an emotional connection to the character through which they play in the character's clothes. Costume designers design, create and rent costumes for actors. They begin working with directors, producers, screenwriters, production designers, and hair and makeup designers to advance the look and storytelling of the production. They research, sketch and draw mood boards of characters and clothes to communicate style.

They break the script and figure out what they need to create or hire. Within tight budgets and deadlines, they recruit the team, organize the shopping schedule and ensure that the costumes are completed on time. With the help of the group, they agree and take a picture. They are then discussed with the producer and director and signed. When filming starts, they are always on set when new actors or looks come on.

Costume makers create clothes. Based on the designer's information, the costume designers cut out the fabric and sew the costumes. Sometimes they do a rough version first. It is a creative role because it involves interpreting the vision and keeping it at its core. Costume designers also fit costumes for actors and change clothes as needed.

Costume designers work with costume designers to share the script and assess each character's costume needs. They research costume styles, designs and construction methods using the Internet, archives and museums. They work with departmental budgets, estimate personnel and resource costs, and may be involved in the procurement and purchasing of costumes, accessories and fabric patterns. They can monitor equipment or give them responsibility for measuring certain operators. They may also be responsible for dressing supporting actors under the direction of a costume designer.

Media Mason create many shows in vijay tv such as Cook with comali , Mr & Mrs chinnadurai ,Super Singer. In this programs costumes made by styl boutique as per the director idea the costumes selected .Experienced costume designer done their job in perfect manner . CWC Anchor V.J Rakshan & Manimegalai selected costume done by styl . Other contestant costumes also done by styl especially Pugal lady getup reflect the next level in costume . Famous webseries like stylchennai.com , Kalyanathukku menu en kadhal costumes taken from styl. In recent years, artists such as popular musicians and some travel a lot movie celebrities, decided it works well when the same person is treated for all their makeup, hair and clothing needs; preferably someone who can travel with them. This allows the stylist to know the artist very well their strengths, weaknesses and taste in clothing. It saves a lot time and anxiety for the artist.

Name: F. Francis Selastinal

Class; II MA ENGLSIH

PRODUCTION

Media Production Process

Production processes across media industries have developed to reflect the needs of practitioners. Audience engagement, consumption, reception and the requirement to work under constraints including time, budget and skills, are all central to the media production process. The process identifies discrete stages that provide the framework for a media production applicable to all media forms. The stages of the process should not be seen as static or linear; rather they are iterative and interrelated. Underpinning the media production process is on-going analysis, reflection and evaluation requiring critical, creative and reflective thinking.

Production consists of three major stages:

Pre-Production: Arrangements and preparations are made for the shoot, such as hiring cast and film crew, selecting locations, and constructing set

Production: The raw footage and other elements of the film are recorded during the film shoot, including principal photography.

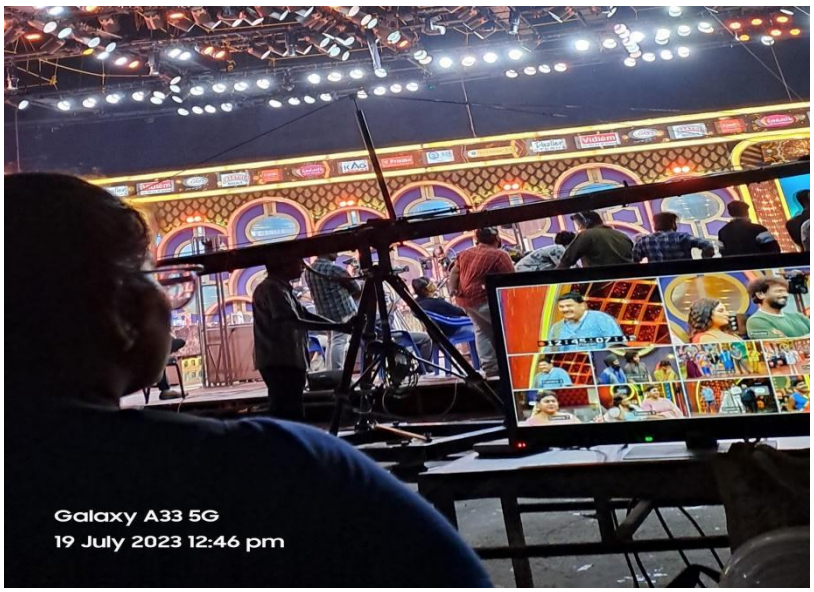
Post-Production: The images, sound, and visual effects of the recorded film are edited and combined into a finished product

Filmmaking is the process of producing a motion picture. It is a complex and discrete process that begins with the creation of an initial story, concept, or commission. This is followed by the development of the script, the casting of actors, the shooting of the film, the recording of sound, the post-production of the film, and the screening of the finished product in front of an audience. This process culminates in the release and exhibition of the film. Filmmaking is nonlinear in nature, with the director shooting the script in sequence, repeating shots as necessary, and putting them together through editing at a later date. Filmmaking takes place in a wide range of economic, social and political contexts worldwide, and utilizes a range of technologies and cinematic methods to create theatrical films, episodes for television and streaming services, music videos, promotional and educational films, and more.

Filmmaking has evolved from the use of film to the use of digital technology. Nowadays, the term "film" is used to describe the process of creating an audio-visual narrative for commercial distribution or broadcast.

Production is the process of creating and shooting the film. During this stage, it is important to plan ahead of the day shoot. The main goal is to stay within the budget and timeline, which means constant vigilance. At this stage, more crew will be hired, such as:

- The property master
- The script supervisor
- The assistant directors
- The stills photographer
- The picture editor
- The sound editors



These are the most typical roles in filmmaking. The production office will have the freedom to create a unique mix of roles to meet the different responsibilities needed during a film's production. Communication is essential at every stage of production, from the location, to the set, to the office, to the production company, to distributors and everything in between. On a typical day shooting day, the crew arrives on the site/location at their call time, usually according to the actor's call time. Set construction, dressing, and lighting are usually set up ahead of time.

The Grip, Electric and Production Design Crews are usually one step ahead of the Camera and Sound Department, as they are already preparing the following scene for filming in order to maximize efficiency. While the crew is preparing their equipment, actors are prepping their costumes and attending the Hair and Make-Up Department. Actors rehearse their scripts and blocking with the Director, and the Camera and Sound Crews are rehearsing with them and making final adjustments. Ultimately, the action is filmed in the number of takes desired by the Director. Most American productions adhere to a particular approach.

The assistant director (AD) calls "picture is up!" to inform everyone that a take is about to be recorded, and then "quiet, everyone!" Once everyone is ready to shoot, the AD calls "roll sound" (if the take involves sound), and the production sound mixer will start their equipment, record a verbal slate of the take's information, and announce "sound speed", or just "speed", when they are ready. The AD follows with "roll camera", answered by "speed!" by the camera operator once the camera is recording. The clapper louder, who is already in front of the camera with the clapperboard, calls "marker!" and slaps it shut. If the take involves extras or background action, the AD will cue them ("action background!"), and last is the director, telling the actors "action!". The AD may echo "action" louder on large sets.

When the director shouts "Cut!" and the camera and sound cease recording, a take is ended. Any continuity problems will be noted by the script supervisor, and the sound and camera teams will record any technical information for the take on their respective report sheets. The entire process is repeated if the director determines that further takes are necessary. Once everyone is happy, the team switches to the next camera configuration, or "angle," until the entire scene has been "covered." The crew will "strike" (or disassemble) the set for that scene when the assistant director declares a "wrap" or "moving on" to signal the end of filming for that scene.

A daily progress report is provided to the production office, and at the conclusion of the day, the director authorizes the shooting schedule for the next day. The report sheets from the camera, sound, and continuity departments are included in this. The actors and crew are given call sheets that specify when and where they should show up the following filming day. Later, the director, producer, various department heads, and occasionally the cast may assemble to watch the daily video from that day or the day before and assess their work.

Film production tends to foster a sense of collaboration since workdays might run for fourteen to eighteen hours in outlying areas. It is common for the production office to host a wrap party to

honour the actors and crew for their hard work once the complete movie is "in the can," or when the production process has ended.

For the creation stage on surprisingly realistic movies, synchronizing work timetables of key cast and group individuals is very important. For some scenes, a few cast individuals and many team individuals should be truly present at a similar spot simultaneously (and bankable stars might have to rush starting with one task then onto the next). Vivified films have different work process at the creation stage, in that voice entertainers can keep their takes in the recording studio at various times and may not see each other until the film's premiere. Enlivened films additionally have different team, since most actual surprisingly realistic errands are either pointless or are reproduced by different kinds of illustrators.



Name: P.M. Rakshana

Class; II MA English

CAMERA HANDLING

CAMERA HANDLING

We visited the Cook with Comali set, where we acquired camera handling and photography skills. Later, we visited CHEF VENKATESH BUTT SIR'S Accord hotel, where Media Masons recorded a video for his YouTube cooking channel. There, we learned about camera angles and framing.

One of the most crucial aspects of filming is the management and lighting of the camera. To make scenes look amazing and magnificent, factors including lighting, framing, composition, camera motion, camera angle, film selection, lens options, depth of field, zoom, focus, colour, exposure, and filtering are crucial. Because of this, camera management and lighting are regarded as distinct arts. Many young people today are expressing interest in technological fields like camera operation and lighting.

In Cook With Comali set they used 19 DSLR cameras, 10 Bb cameras and 1 jimmy jib . Photography is the art of using a camera to capture light in order to generate an image, typically using a digital sensor or film. The Greek terms "photos," which means "light," and "graphos," which means "drawing" or "writing," are the origin of the word "photography." A vital component of our daily life, it is a type of visual communication. In the art of photography, light is captured using a camera to provide a visual depiction of a scene or event. Since its inception in the early 19th century, this art form has undergone substantial evolution, and it will continue to do so as technology develops



The capacity of photography to freeze a moment in time is one of its distinguishing features. In contrast to other artistic mediums like painting or sculpture, photography enables a precise and

accurate representation of a moment. Photographers actively record events and news items in photojournalism, creating a historical record of what is happening at the time. Photography's capacity to control light and composition to achieve a desired effect is another distinctive feature. Photographers can produce dramatic and emotive photos by utilising a variety of camera settings and procedures, such as exposure and depth of field. The use of light can also be employed to evoke a feeling of atmosphere or mood in an image, which will pull the viewer in and elicit a response.

CAMERA HANDLING

Camera handling is the term used to describe the methods and habits employed by photographers to hold and operate a camera efficiently. This covers the way the camera is held, how the photographer stands or is positioned, how they steady the camera, and how they release the shutter. Proper camera handling is essential for taking precise, artistic photos and for avoiding camera shake, which can produce fuzzy pictures. It includes a variety of practices that photographers pick up through time, like using tripods or monopods, utilizing image stabilization tools, and getting comfortable with their gear. Successful photography and the realization of a photographer's creative vision are largely dependent on effective camera handling.

CAMERA HANDLING TECHNIQUES

In the realm of photography, having a sharp eye and a high-quality camera aren't enough to get the shot. The way the camera is held is one of the most important factors in producing a stunning photo. A professional-looking shot can be created by using the right camera handling skills, which are crucial for creating sharp, clear photographs. It is important to hold the camera as steadily as possible. We grasp the camera's handgrip with our right hand while using our left to support the camera body or lens. To keep our upper body stable and our elbows lightly resting against our torso for support, step one foot forward by a half-pace.

We should maintain a tucked-in position for our elbows to further reduce camera shake. This straightforward modification strengthens the base and aids in preserving balance when shooting. Implementing a certain breathing technique might also help to lessen movement. Photographers can reduce any motion brought on by breathing by inhaling deeply, holding their breath, and then slowly releasing the shutter button.

The "reciprocal rule" is a crucial strategy for preventing camera shake. According to this law, the shutter speed must be at least the focal length's reciprocal. For instance, the shutter speed needs to be

at least 1/100th of a second while shooting at 100mm. This rule aids in avoiding motion blur brought on by hand movements during exposure. When slow shutter speeds or low light levels are unavoidable, utilizing a tripod or monopod can provide crucial stability. These devices give the camera a steady basis, removing the possibility of camera shake and guaranteeing clear photos even in difficult lighting circumstances.

Framing and Composition is also an important one in camera handling. Finally, exercise is important. Regular practice with holding and operating the camera will make these skills second nature, and the photographer will eventually become more at ease and skilled with utilizing their gear. The final image's appearance can be altered by modifying the additional components of a camera, which go beyond just a lens and a sensor.

Composition is one way that pictures can develop their own identity. Composition is only a term used to explain what the photographer decides to leave in and what they decide to leave out because a camera's lens cannot see everything. Moving around in a scene, such as going forward or backward, side to side, or even kneeling or standing on a chair, can easily change the composition. Small adjustments to the camera's position can have a significant impact on the image.

Lenses can also be used to change the composition of a picture. When using a zoom lens, the user can change how near or far away an object appears by adjusting how the glass is put together. While DSLR and mirrorless lenses have a twist control around the lens, compact cameras typically feature a little toggle at the top of the camera that is used to zoom. Zoom is a great tool for removing unwanted things from your image.

Exposure, or how light or dark the image is, is another crucial part of photography. It depends on a variety of distinct factors that, when taken together, decide how much light is recorded.

CAMERA SHOTS

Camera shots are a crucial part of both cinema and video productions because they allow the filmmakers to emphasise particular feelings, concepts, and movements in each scene by combining various types of shots, angles, and camera movements.

Types of Camera Shots:

1. Extreme Long Shot (ELS) or Extreme Wide Shot (EWS)

2. Long Shot (LS) or Wide Shot (WS)
3. Full Shot (FS)
4. Medium Wide Shot (MWS)
5. Cowboy Shot (CS)
6. Medium Shot (MS)
7. Medium Close Up Shot (MCU)
8. Close Up (CU)
9. Extreme Close Up (ECU)
10. Establishing shot

While taking a **extreme long shot**, make our subject appear small in comparison to its surrounds. Employing a really long shot will help to make our issue seem distant or odd. When we need to emphasise the location or solitude, we should think about using the extreme long shot among all the available camera angles.

The **long shot** is similar to the short shot but is slightly closer. If our topic is a person, the entire body will be seen without taking up the entire frame. The wide view also gives us a glimpse of the stunning scenery in the background and the spectators, which adds to the dramatic quality of any significant event. A long shot, out of all the possible camera angles, offers us a better sense of the scene's backdrop and how the actor fits into it.

A **full shot** is a style of photography in which a character's entire body fills the entire frame, from top to bottom. A character is completely framed in a full shot. These angles enable the viewer to perceive a character's facial expressions as well as their physicality, body language, and actions. A complete shot can be utilised with one or more characters and can also capture the environment and background of a character. Expressions as well as their physicality, body language, and actions. A complete shot can be utilised with one or more characters and can also capture the environment and background of a character.

A **medium-wide shot**, often taken from the head to the knees, captures the person as well as their surroundings. It's near enough to provide facial clues from characters while being wide enough to see the scene's backdrop.

A **cowboy shot** is one that frames the subject from the middle of their waist to just above their head. In order to give the view a slightly low angle, the camera is frequently situated at hip level as well.

The **medium shot** is one of the most common camera shots. frames that nearly span the torso from the waist up, similar to the cowboy shot. As a result, it emphasises our subject while keeping their surroundings visible. Our subject is basically framed from the chest up in the medium close-up. Therefore, it usually favours the face while yet keeping the topic at a distance.

A **close-up shot** is a picture or video taken of a topic or item with the intention of showing the viewer more detail. The close-up begins at the shoulders and ends at the top of the head if the subject is a human.

A subject is extremely closely framed in an **extreme close-up shot,** frequently to the point where the subject's edges are obscured by the frame. This is frequently used on actors to highlight particular body parts, such as the face or hips, but it can also be used to display just the actor's mouth or even just one eye. Extreme close-up shots can also be used to frame inanimate things; however this depends on the scale and size of the subject.

An opening shot that makes it obvious where the action is taking place is known as a**"establishing shot".** Following an overhead shot, this shot is frequently utilised to establish the location of the action. A shot used in cinema or television to establish the scene's setting and show the audience where the action will take place is known as an establishing shot. It establishes the geography of the scene and demonstrates the interaction between people and objects.

As they are frequently employed to disclose character or plot information, these shots are capable of more than just establishing a physical environment. In actuality, establishing shots are typically broad shots, especially at the start of a movie. Because it occurs at the start of a scene, the establishing shot also serves to define the tone and mood of what the viewer can expect to see.

CAMERA SHOT FRAMING

The placement and positioning of the subjects in our photos is known as camera framing. It's all about composition in photos. Composing a photograph is more important than simply aiming the camera at the subject. The quantity of subjects in our pictures, as well as their spatial relationships with one another and the camera, are important factors for framing for filmmakers and videographers. Composition is everything in a camera shot. Composing a photograph is more important than simply aiming the camera at the subject.

Single Shot

One shot refers to a photograph that only includes one subject.

Two Shot

A two shot is a camera view that includes two characters.

Three Shot

A three-shot is a camera shot in which three characters are visible.

Over-The-Shoulder Shot

Our subject is shown from behind the shoulder of another character in an over-the-shoulder shot. In dialogue sequences, it's common since it mimics viewpoint.

Photography has been significantly impacted by technological advancement. Digital cameras have made photography more widely available and have enabled real-time feedback and editing. This has made the art form more accessible and encouraged the development of new types of photography, such smartphone photography.

Photographs create stories and deliver messages in addition to helping us keep our memories. An image that catches the essence of a subject and stirs feelings in the spectator can be made by a talented photographer using composition, lighting, and other techniques. The use of images to capture and bring attention to significant events and global issues can be especially effective in photojournalism.

To sum up, photography is a distinct and potent art form that captures moments, plays with light, tells tales, and develops as technology does. It has become an important tool for collecting and disseminating the world around us due to its capacity for communication and documentation.

Name: V. Riyashni

Class: II MA English

PROMOTIONAL ACTIVITIES

Promotional Activities

Promotion is a marketing strategy that focuses on attracting a new set of public by raising awareness of a brand and its products or services.in media there are some sets of promotional activities to promote their songs and entertainment based reality shows. Companies may use a wide variety of techniques to share information and drive the adoption of their programs. Here, the upcoming paragraphs detail how entertainment companies use their marketing team to promote their activities. Here it is explained what promotional activities are and how frequently they are used by the relevant companies.

Social media advertising

Post a wide variety of content

These days' social media plays a vital role in promoting each and everything. Entertainment industry does not also escape from its grip. These days Instagram is a major platform for promotion. The appeal of social media is how simple it is to change things up because everyone reacts to advertising in various ways. It can be launched as an exclusive first look through live stream/posters on Instagram, or it can be organized as an event to celebrate the debut of an upcoming program or event. Utilizing all the features that social media platforms offer will help in attracting a wide range of different viewers. Spend some time analysing what is effective on each platform and tailor efforts accordingly. Mediamasons has been an entertainment company which actively promotes its artists and shows via Instagram. They tend to release a wide variety of content on their pages, including music, game shows, live streams etc.

Get Your Audience Active

Make use of the 'social' component of social media to reach the largest possible viewers. Interact with the viewer's whenever possible. Instead of just posting information for them to read, ask them to remark on it or offer their own ideas. Create a memorable hashtag, and then Twitter users who utilize it should be retweeted. Answer questions in the comments section as soon as possible and completely. A simple 'like' on someone else's post is a fantastic approach to promote engagement and increase interest in a company's work. If the project is intended to go to the next level, consider organising a competition or inviting the audience to create its own piece of content based on a recent

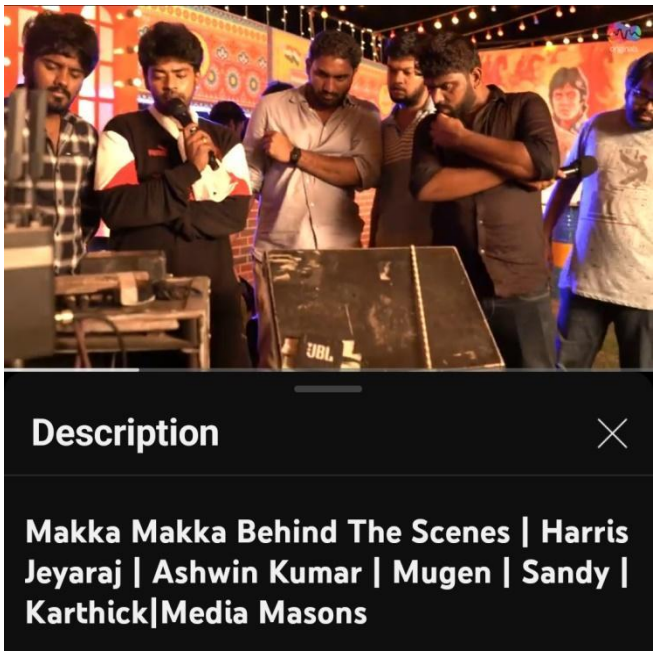
project. Ensure that the outcome of the competition is in line with the ethos of programming and use the winner's creativity to stimulate engagement amongst the entertainment community.

Mediamasons's artists have so far done many concerts for their fans in real time. This is one of the tactics that companies use to get in touch constantly with their fans. Also in one of their main pages, MEDIAMASONS KITCHENS, fans are asked to tell what recipe that should be tried next. By this way, fans are asked to actively participate.

Go behind the scenes

Entertainment lovers like to see what goes into making a show, no matter what type of show is being broadcasted. Show them some photos or video footage of what's going on behind the scenes. Show them a little of the set design or costume department. Take them behind the scenes of the sound booth, or even show them what's going on opening night. It should be done live or post it afterwards. But showing it afterwards after a program has gotten broadcasted is better when compared to the former. Showing the audience what goes on behind the scenes is an excellent way to build a connection with the audience. It also makes them more curious about what's going on, which leads to more TRP on the original show.

Behind the scenes videos are released for music videos like MAKKA MAKKA, RASATHI etc.



Post Content Featuring the Cast

Incorporating the people who are responsible for production into marketing strategy can be a great way to create a personal connection with the audience. A quick video from cast members or artists can help to create a connection with the audience, and they will be more likely to be interested in seeing the individual in action. This can be done with something as straightforward as a thirty-second video, which can have a significant impact on engagement.

Additionally, it can be extended till the audiences, such as by asking them to submit questions for use in your cast interview. To ensure that the audience is aware of the interview, it is important to advertise when it will go live.

Influencer Promotions

Influencer Promotion, also referred to as influence marketing, is a social media promoting strategy that involves the endorsement and product placement of influencers, individuals and organizations who claim to possess a high level of expertise or social impact in their field. Influencers are individuals or entities who possess the ability to influence the purchasing decisions or measurable outcomes of others by posting some form of content, often sponsored, to social media. They have the great ability to influence people's buying habits or measurable actions by posting some form of unique—and often sponsored—content on social media. In influencer marketing, an entertainment company recruits influencers or makes their own artists as influencers whose credibility precedes them and who have a large following on social media to discuss or refer to the brand in social media posts. The content of an influencer may be presented as a form of testimonial advertising. This can be an effective way to reach more social media users in your target market and build a brand that customers identify with.

Sponsorships

What is Sponsorship? Sponsorship is a form of advertising in which a company sponsors or hosts an event in exchange for advertising space. If the program that the company promotes operates in a highly competitive market, sponsoring events can be a great way to increase brand awareness and differentiate the brand from competitors in the entertainment industry.

Even a small event can be a great opportunity to promote the viewership. Sponsorship is an event that is significant in the industry or a popular event with the target audience.

Sponsors for the reality show ‘COOKU WITH COMALI’ are GRB GHEE, PREETHI HOME APPLIANCES, SAKTHI MASALA, CARDIA OIL, KAG TILES, NIPPON PAINT, VVD HAIR OIL, DAIRY MILK ETC.

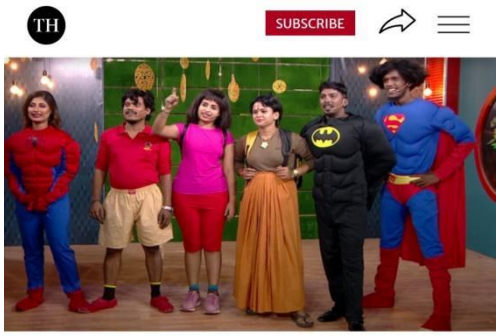
Paid promotion

The first form of marketing that comes to mind is frequently paid advertising. In order to attract the attention of the target audience, this simple method is paying to broadcast an advertisement in a certain location at a specific time. It’s a fantastic approach to increase brand recognition and promote the contents to potential new viewers.

Here are a few instances of compensated advertisements

- ✓ Adverts on television
- ✓ Radio commercials
- ✓ Ads in newspapers and magazines
- ✓ Online display advertisements (such as those on social media)

Mediamasons has been the biggest entertainment company out there so it is not a problem for them to do paid advertisements. In fact, Mediamason’s biggest strength has been it.



Advertisement on THE HINDU

Thus, these techniques let the company interact with the target as well as the general audiences in a productive way. It is a known fact that there will not be any good results, if entertainers and companies don’t give anything of value to viewers. Make sure that the plans are in line with followers interests and that they are always the company’s first concern. Stay abreast of evolving

trends to optimize the use of social media and other techniques. In order to expand the audience and meet the company objectives more quickly, combine the previously discussed strategies with some helpful digital marketing tools.

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Class; II MA English

EDITING

EDITING

Film editing, which is a step in the post-production process, is the technical and artistic process of putting the project's separate shots together to create a cohesive and thorough film project. There are actually three main stages of video production when shooting a quality film or video project. Pre-production, production, and post-production are all included in the process. Each of these steps can then be further divided into a large number of smaller sub-sections. Post-production is no different, and the steps involved in film editing could be further broken down to in includes :



- Stage of assembling (or a pre-edit)
- Editing process
- Stage of color gradation and correction
- stage of sound design and editing
- stage of formatting and export

what is Adobe premiere pro ?

The most popular video editing program for movies, television, and the online is called Premiere Pro. They edit footage into polished films and videos with the aid of creative tools and interaction with other apps and services.

Why need to utilize Premiere Pro?

The finest program for editing or combining audio and video clips into a sequence is Premiere Pro. Premiere Pro can be used in a variety of ways by DU employees, and academics, including:

- Import video and edit lectures or guest speakers that have been recorded.
- Clips can be trimmed, edited, and arranged to improve course material or produce instructional movies.
- Assemble a collection of quick films into a thorough training.

- Add transitions, text, and images to videos.

Key Board Shortcuts

A keyboard shortcut is a precise key combination that causes a computer action, such copying or pasting text, to occur.With shortcuts, you can accomplish practically anything, such as schedule social media posts, switch between apps, retrieve documents and text quickly, and so much more.



Usually enjoy using shortcut keys on computers since make tasks much simpler and enable to work more quickly. Look for shortcut controls while using Premiere Pro, but the good news is that can use keyboard shortcuts with this editing program to speed up the workflow. It won't complicate things and will increase productivity while delivering superior outcomes.

Premiere pro is a tool designed for video production companies, news broadcasters, marketing professionals and design agencies.

Review your footage

Before begin editing, should go over the material and group it into bins or folders based on the scenarios, subjects, or camera angles you used to shoot it. Do this to locate the best photos, prevent repetition, and save time in the future. To avoid data loss or misunderstanding, should also name the files and make a backup of it.

Make notes of any issues or highlights want to correct or emphasize during editing go over film.

Selecting an editing program

Choose from a variety of editing software solutions to edit and post-produce your field production content depending onr tastes, skill level, and financial constraints. The most well-known ones include Avid Media Composer, DaVinci Resolve, Final Cut Pro, and Adobe Premiere Pro. Each

piece of software has unique features, benefits, and drawbacks, so investigate and contrast before choosing one. The software's performance, support, and compatibility with system and apparatus should also be taken into account.

REELS EDITING

Mobile phone filming

Online, there are various educational resources for taking cinematic mobile video. Consequently, we won't go into great detail here. However, need have at least a basic understanding of how to handle a cell phone camera, frame different sorts of images, and export the movie an external device before getting into advanced editing techniques for media.

Create a rough cut edit

After you have recorded your film, you will come across a number of useful programs that can assist you in creating an editing timeline. Highly competent content makers cut their videos on their desktops using powerful programs like Adobe Premiere Pro and Final Cut Pro, even if editing videos on your phone with third-party apps like Adobe Premiere Rush is theoretically possible. The programs provide a plethora of expert editing capabilities that can give your Instagram Reels a polished appearance. Utilizing the pre-made infographic panel templates, you can create cinematic transitions and effects to your film with the Lumetri Color panel in Premiere pro.

What We edit the Ree

For Media Mason promotional activity we were take original song form it. We came with some cuts, cut songs, came to edit the reels and to edit all these reels we used adobe premiere and there are many techniques. How we took all the cuts to edit for media mason activity some of the thematic parts that came to us from their original full song attracted us. We will come up with a few parts from their original songs that have thematic content and we will prepare the cuts first. After that we convert it to our idea ,we come to it load some comedy, come to it how many minutes what effects can we give include it finalize it we have checked with out your group it will be send to head then it will have to approve it.

Edited videos

- Pattan adicha paraiyilla
- Oru murai vilaginal

- Nila mugam
- Un kadhalal
- Maya Manam
- Karkulal kanmani
- Stylchennai.com



Adding subtitles to reels

Open Reels Maker. Select a track and press and hold the record button (the bigger one with the Reels logo at the bottom!) to start recording. Click the back arrow to review the recording and trim or delete it if necessary. Tap done to return to the registration screen. When you're done, tap the arrow icon to continue. You are now in the edit screen! Add text to the top of the video by tapping the Aa icon in the top right corner. Write your message. Use the style tools at the top of the screen to adjust the alignment or color or add style.

Select a font from the options at the bottom of the screen. Tap Done. Now you can see your text in the preview, but there is also a small icon in the lower left corner of the text. Tap it to control when your text appears in the video clip and for how long. To add text, tap the Aa icon again and repeat the text editing process. When you're happy with your video, click Share.

Final draft

The sound designer, composer of the music, and title designer join the editor once a final cut has been decided upon by the editor, director, and producer. The final cut includes generated sound effects and music. The Edit decision List is delivered to the lab . If part of a big production, anticipate having relatively little influence over the end outcome. The color grading, audio mixing,

special effects, and closed captioning experts can now take over and transform the film from blah to magical, the editor, step back.

This final stage will appear extremely different if you're working alone. As opposed to relaxing, browsing the internet for sound effects, motion graphics, music, and everything else find that will help dress up the song. This stage can be very time-consuming and unpleasant because there are so many websites selling so many various solutions for such radically diverse processes. Thus look for a single marketplace that offers all the goods in order to reduce some of the pressures and avoid having to flit from site to site for hours on end.

S.No	Song	Duration	Theme
1.	Pattan adicha paraiyilla	0.52	Compares old parai song to this new parai song
2.	Oru murai vilaginalum	0.09	Mobile
3.	Oru murai vilaginalum	0.20	Girls dream
4.	Nila Mugam	0.27	Girls Need
5.	Nila Mugam	0.40	Coffee lovers
6.	Stylchennai.com	0.31	Laptop
7.	Stylchennai.com	0.53	Buy one get one
8.	Stylchennai.com	0.24	Death Dance
9.	Stylchennai.com	0.24	Tag your friends
10.	Un Kaadhalaal	0.20	Drink Partner
11.	Un Kaadhalaal	0.32	Birthday Surprise
12.	Un Kaadhalaal	0.17	Panipoori lover



We edit more than 15 cuts that reels are used for Media Mason song promotional one. Each cut have a different idea creativity reflects on that cuts, ideas are differ from each and everyone. Recent trends involves in it through the reels , some reels to make think of our real situation some others for entertainment .While editing we learn more tricks and techniques about editing. Media mason offered great opportunity ,its one of our curricular .We edited reels *60 seconds or less, with 90 seconds being the absolute maximum.* our goal when creating reels to capture the attention of the viewer in the first 20 seconds, and then remaining 40 seconds to highlight specific skills and achievements. A tried-and-true method for music video editing to produce rhythmic images is cutting to the beat. When we altering scenes, cutting on a beat is aesthetically pleasant even though don't required to do so at every beat.

Name: F. Francis Selastinal

Class; II MA English

ANNEXURE

ANNEXURE


AN MM ORIGINALS PRODUCTION
originals
NOW
STREAMING
ON MM ORIGINALS YOUTUBE CHANNEL


originals
H.K.RAVOOFA & PRATHIMA CUPPALA PRESENTS
SAM VISHAL & AKSHAYA HARIHARAN
TALKIES
மாய மனம்
MUSIC VIDEO RELEASING
14TH JULY
FRIDAY, 6 PM
ON MM ORIGINALS
chennai.com


MEDIAMASONS PRESENTS
COMEDY WEB SERIES
ORu kalavaani x2 KOMALi
MEDIA MASONS TALKIES
RELEASING TOMORROW
THE CLIMAX
STORY · SCREENPLAY · DIRECTION
RENJITH RAVEENDRAN
DOP MATHUSAN TISSA | EDITOR M.S.R RAJAVEL
MUSIC SEBASTIN ROZARIO | CHOREOGRAPHY MJ
SFX SAMI DUDZIC | PUBLICITY DESIGNS ANOTA STUDIOS
PRODUCED BY PRATHIMA SUPPALA & H K RAVOOFA


ETCETERA ENTERTAINMENT
A HARRIS JAYARAJ MUSICAL
originals
ASHWIN KUMAR LAKSHMIKANTHAN
MUGEN RAO


H.K.RAVOOFA & PRATHIMA CUPPALA PRESENTS
SAM VISHAL & AKSHAYA HARIHARAN
STH
chennai.com
FINAL EPISODE
STREAMING NOW
ON MEDIA MASONS TALKIES YOUTUBE CHANNEL
PRODUCERS H.K.RAVOOFA & PRATHIMA CUPPALA


Vidiem
For the joy of cooking
Cooku
WITH
மதுமாஸ்
season-4
SAKTHI
MASALA
Cardia


Nila
Mugam
Reprise Version
SAM VISHAL | SEBASTIN ROZARIO
RELEASING TODAY 6 PM
ON SAM VISHAL


14
Dislike
0
Share
Remix
@MediaMasonsKitc...
Subscribe
Nas Goreng | ASMR |
@MediaMasonsKitchen





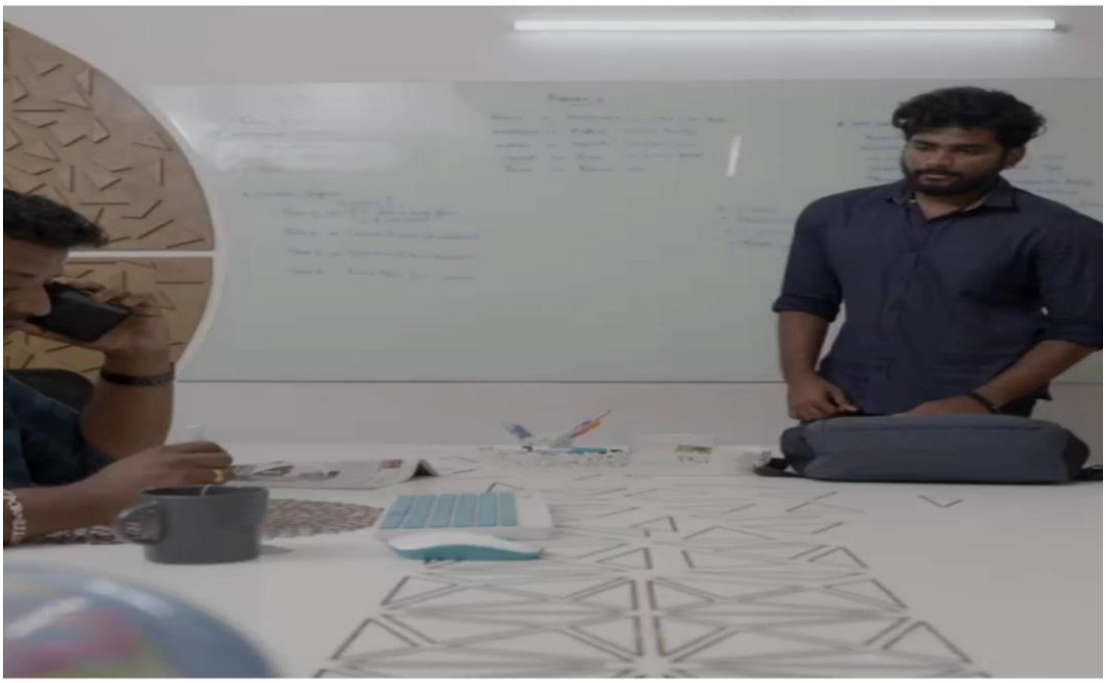

Vidiem
GPB
with
season-4


FIERCE





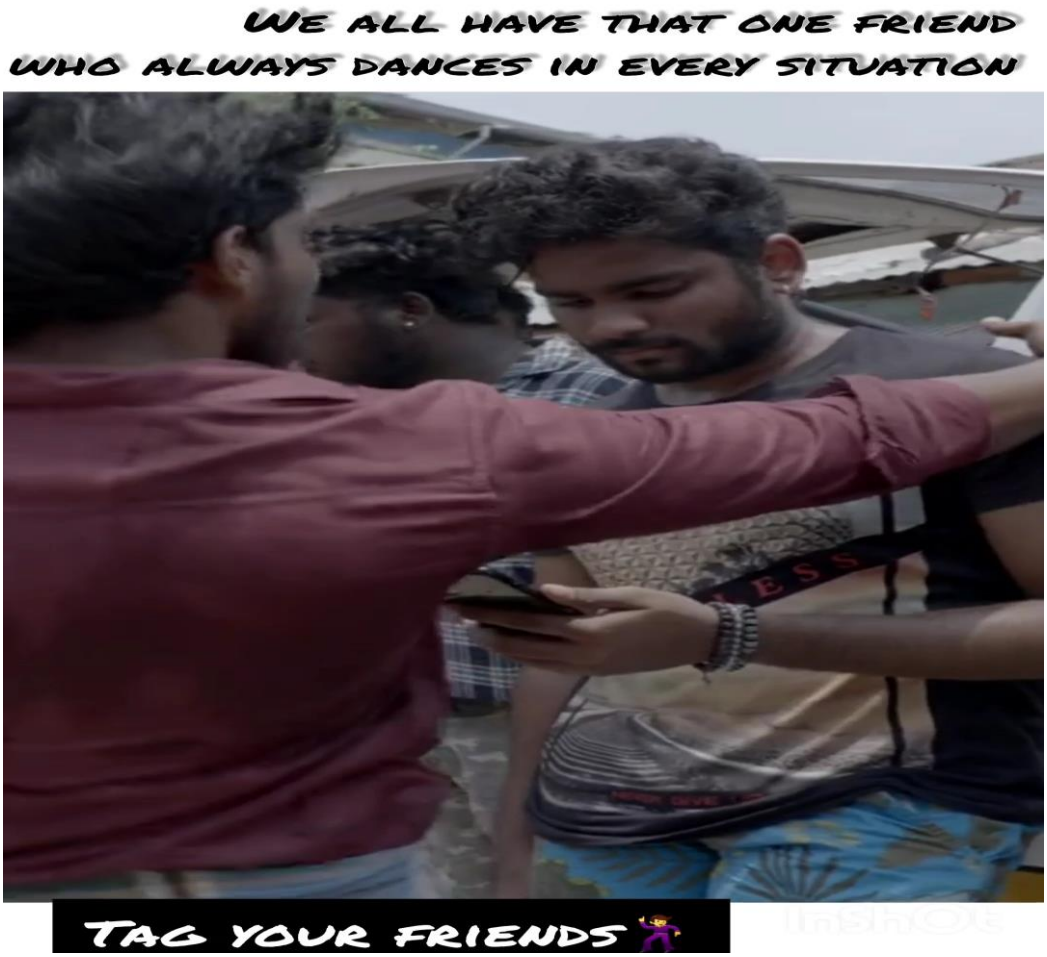
POV : OFFER THARAMATHRI IPDI WORK AH KUDUTHUTANGALAE😢



BOSS : BUY ONE GET ONE OFFER 🤣

NO MATTER WHAT MOOD ARE WE IN, ALL WE NEED IS A BEAT TO MAKE US DANCE




WE ALL HAVE THAT ONE FRIEND
WHO ALWAYS DANCES IN EVERY SITUATION
TAG YOUR FRIENDS


every girl needs
a boy like this

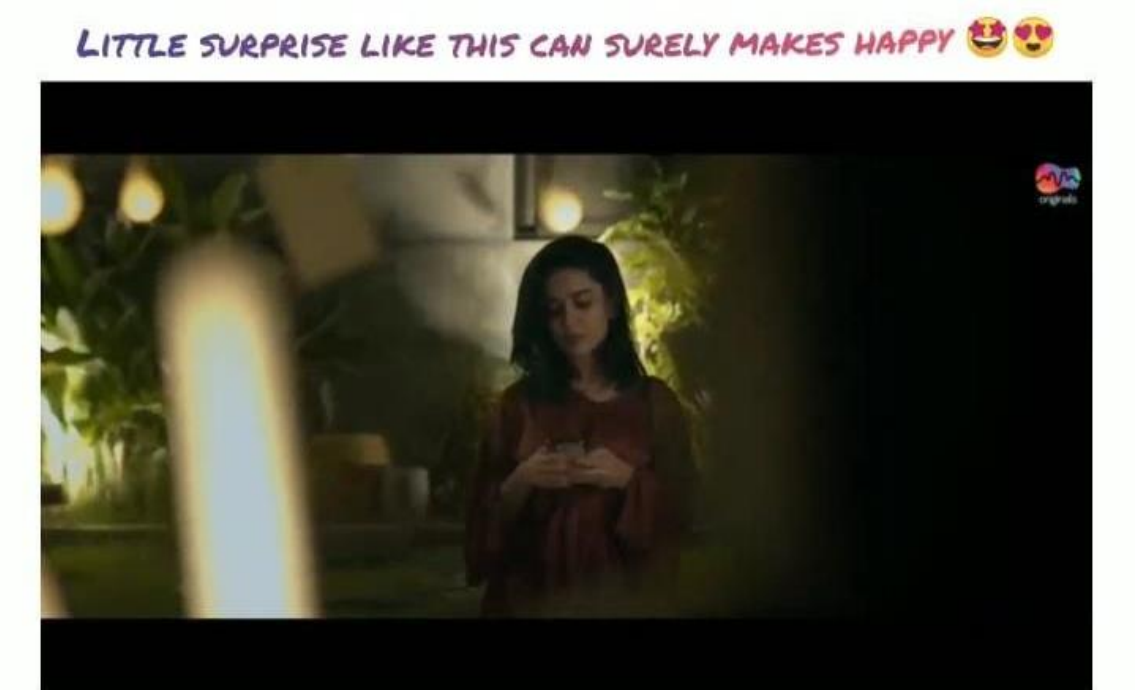
IF THIS ISN'T US, THEN WHAT'S THIS..... 😅😅



POV : NAMA ELARU ONNU PARTHA ORUTHAN KANNU MATU VERA ETHAIYO FOCUS PANNUM🍻🍾🤣

TAG YOUR DRINK PARTNER🍾




LITTLE SURPRISE LIKE THIS CAN SURELY MAKES HAPPY


Tag ur panipoori lover








GPS Map Camera
Chennai, Tamil Nadu, India
35, Gopathi Narayanaswami Chetty Rd, Lakshimi Colony, T. Nagar, Chennai, Tamil Nadu 600017, India
Lat 13.046103°
Long 80.242642°
25/07/23 10:53 AM GMT +05:30
Google

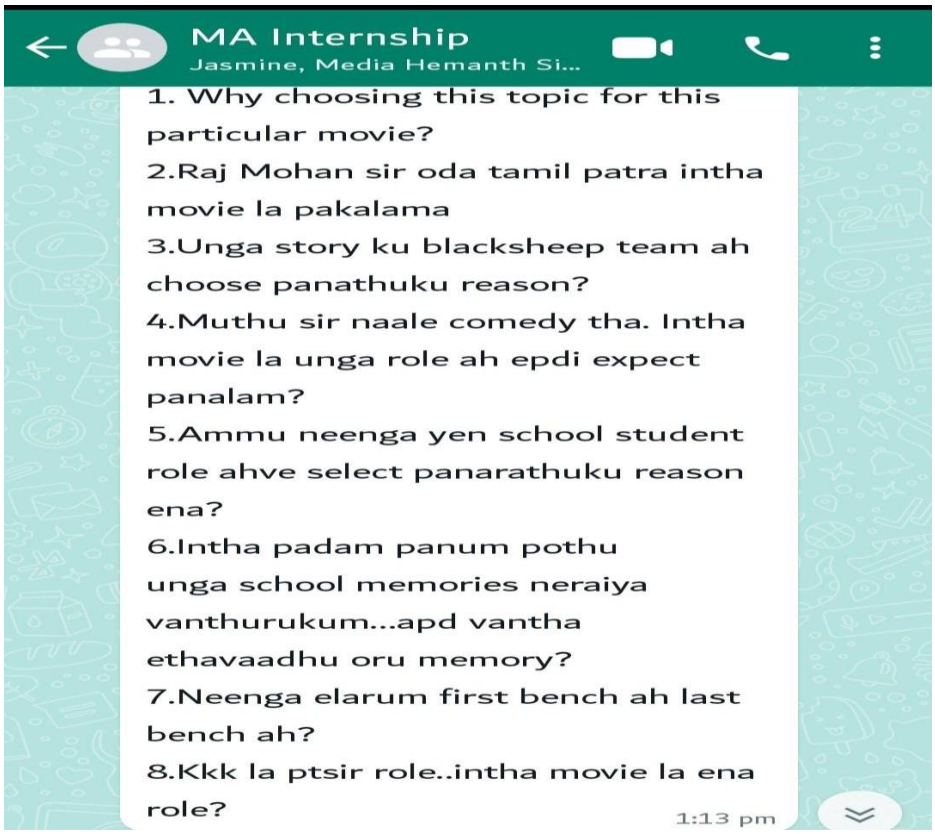



Vidiem
For the joy of cooking






KAG
TILES
Touch to feel


MA Internship
Jasmine, Media Hemanth Si...
1. Why choosing this topic for this particular movie?
2.Raj Mohan sir oda tamil patra intha movie la pakalama
3.Unga story ku blacksheep team ah choose panathuku reason?
4.Muthu sir naale comedy tha. Intha movie la unga role ah epdi expect panalam?
5.Ammu neenga yen school student role ahve select panarathuku reason ena?
6.Intha padam panum pothu unga school memories neraiya vanthurukum...apd vantha ethavaadhu oru memory?
7.Neenga elarum first bench ah last bench ah?
8.Kkk la ptsir role..intha movie la ena role?
1:13 pm

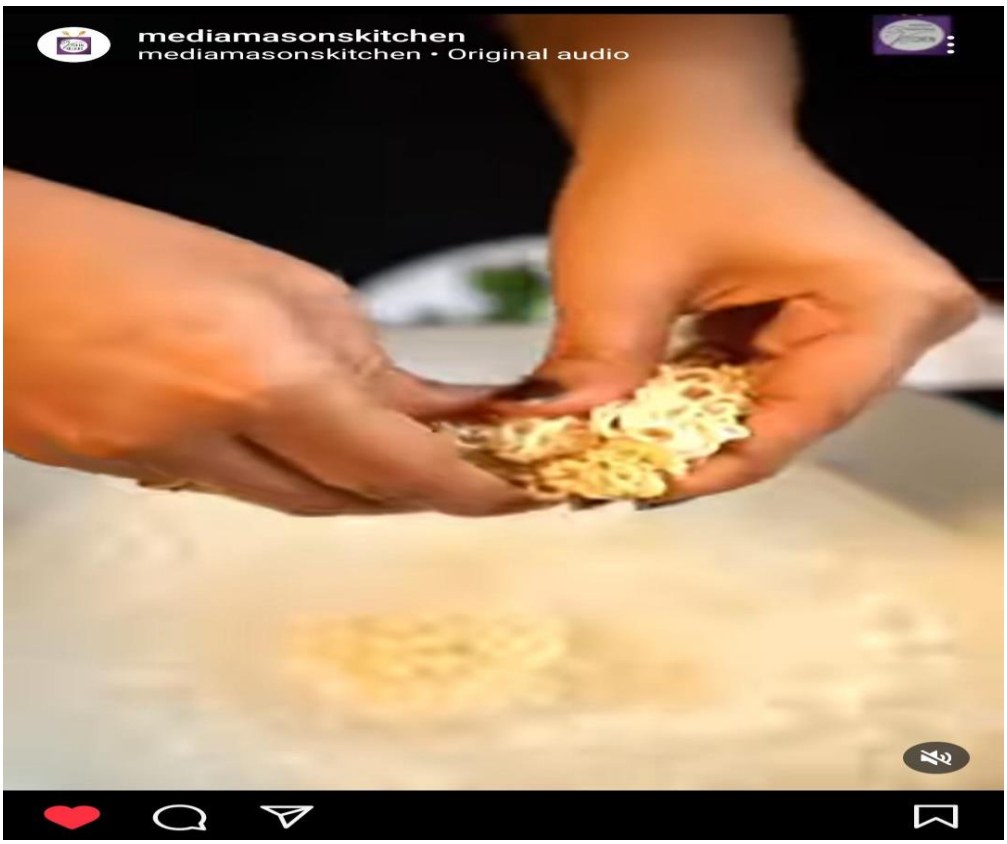

Vidiem
For the joy of cooking
SATIN


MA Internship
Jasmine, Media Hemanth Si...
1.Brinjal
2.Burnt onion
3.Without coconut chutney
4.Sandwich chutney
5.Kollu chutney
6.3 basic chat chutney
7.Plastic chutney
8.Roasted tomato garlic chutney
9.Peanut Dry chutney
10. Avacoda
11.Sousou
12. Raw onion churnt
13.Malli
14.Capsicum
15 pori kadala
16.Beetroot
17.Raddish
18.Keerai
19.Watery chutney
20.Vadapav chutney

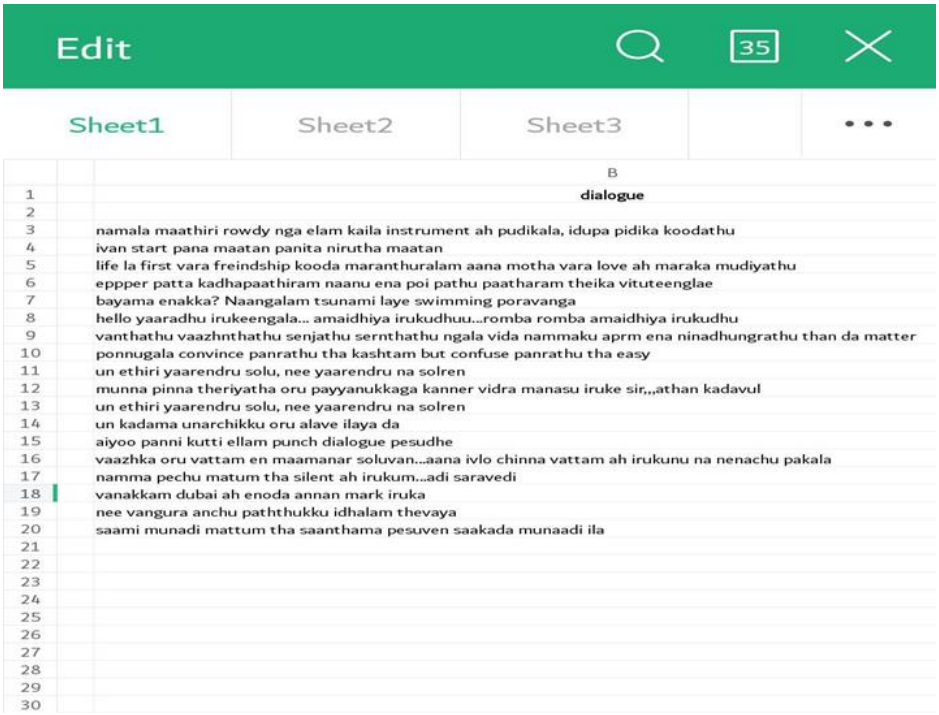

MA Internship
Jasmine, Media Hemanth Si...
21.Momo chutney
22.Mango chutney
23.Roasted garlic chutney
24. Bhindi chutney
25. Cabbage
26. Palak chutney
27. Ash ground chutney
28. Sweet potato
29. Banana chutney
30. Drumstick chutney
31. Tamarind chutney
32. Instant chutney
33. Kadala paruppu chutney
34. Bombay chutney
35. Kadamba chutney
36. Bengal strawberry chutney
37. Sweet corn chutney
38. Zucchini chutney
39.Walnut chutney
40. Tomato and flaxseed


MA Internship
Jasmine, Media Hemanth Si...
41.Kashmir Apple and raw mango chutney
42.Peanut and mint chutney
43.Sesame chutney
44.Peach chutney
45.Fig & Walnut chutney
46.Pear chutney
47.Apple and caramelized chutney
48.Dark cherry chutney
49.Roasted tomato chutney
50. Thovaram parupu chutney
51. Milagu chutney
52. Urud Dhal chutney
53. Hambi chutney
54. Fenugreek chutney
55. Mixed vegetables chutney
56. Jackfruit chutney


MA Internship
Jasmine, Media Hemanth Si...
51. Milagu chutney
52. Urud Dhal chutney
53. Hambi chutney
54. Fenugreek chutney
55. Mixed vegetables chutney
56. Jackfruit chutney
57. Bengal gram dhal chutney
58. Soya paneer chutney
59. Coconut lemon chutney
60. Cumin chutney
61. Neem flower chutney
62. Moringa flower chutney
63. Mint chutney
64. Dates and tamarind chutney
65. Pineapple chutney
66. Cashew nut chutney
67. Dried pomegranate chutney
68. Chickpea chutney
69. Cucumber and lemon chutney
70. Olive gur chutney
12:44 pm


mediamasonskitchen
mediamasonskitchen • Original audio


Reels
527
mediamasonskitchen
Follow
41
Cheese Omlet

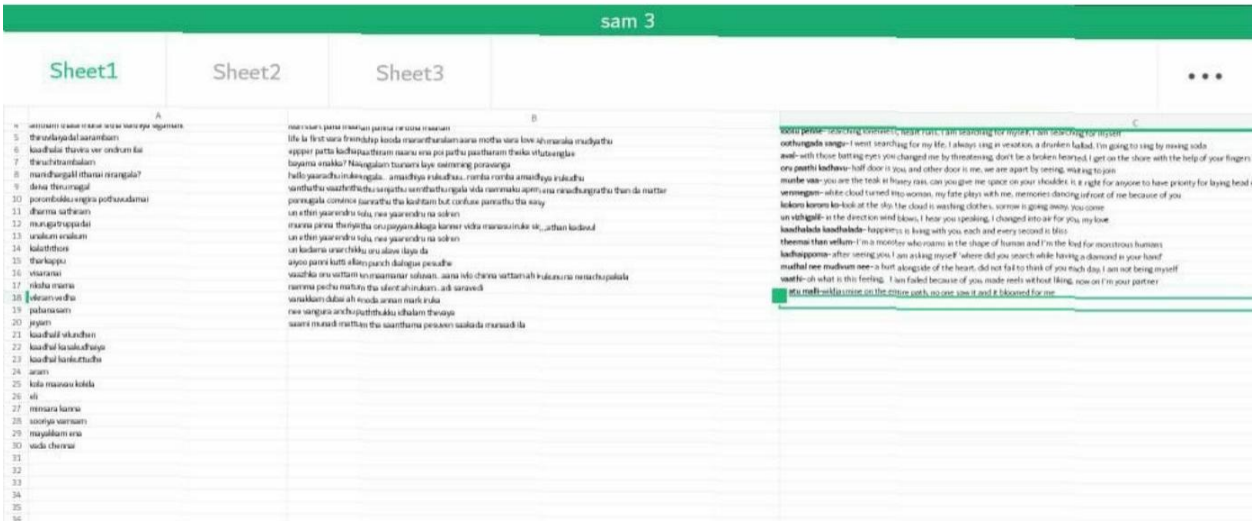


Edit

35

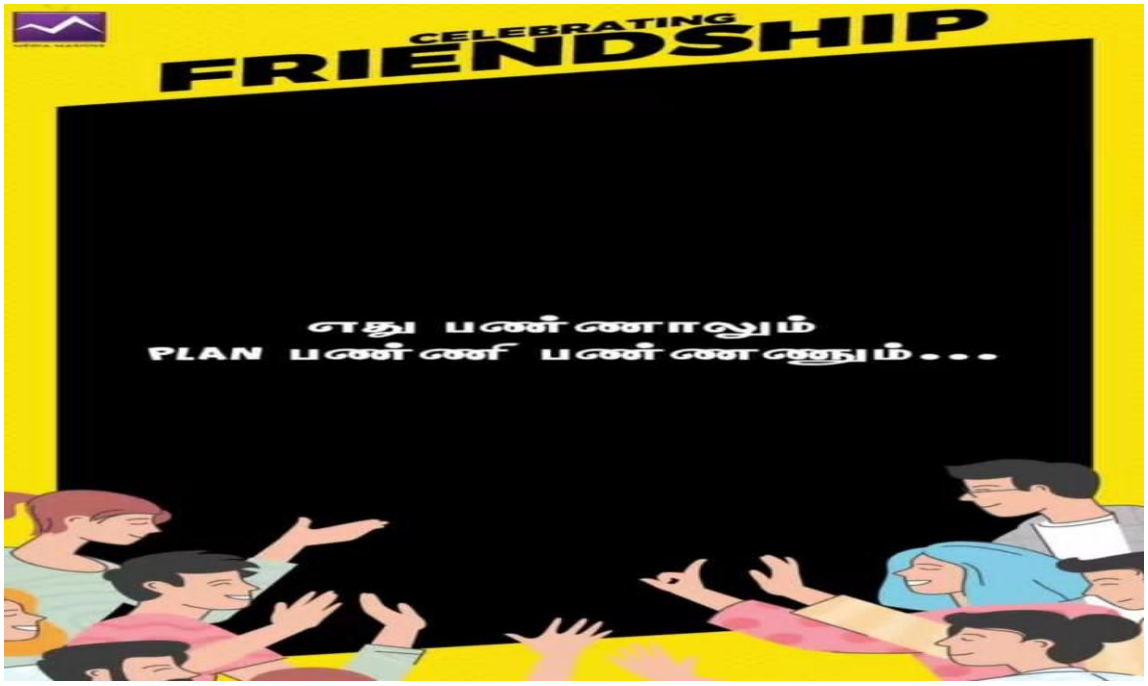
Sheet1 Sheet2 Sheet3

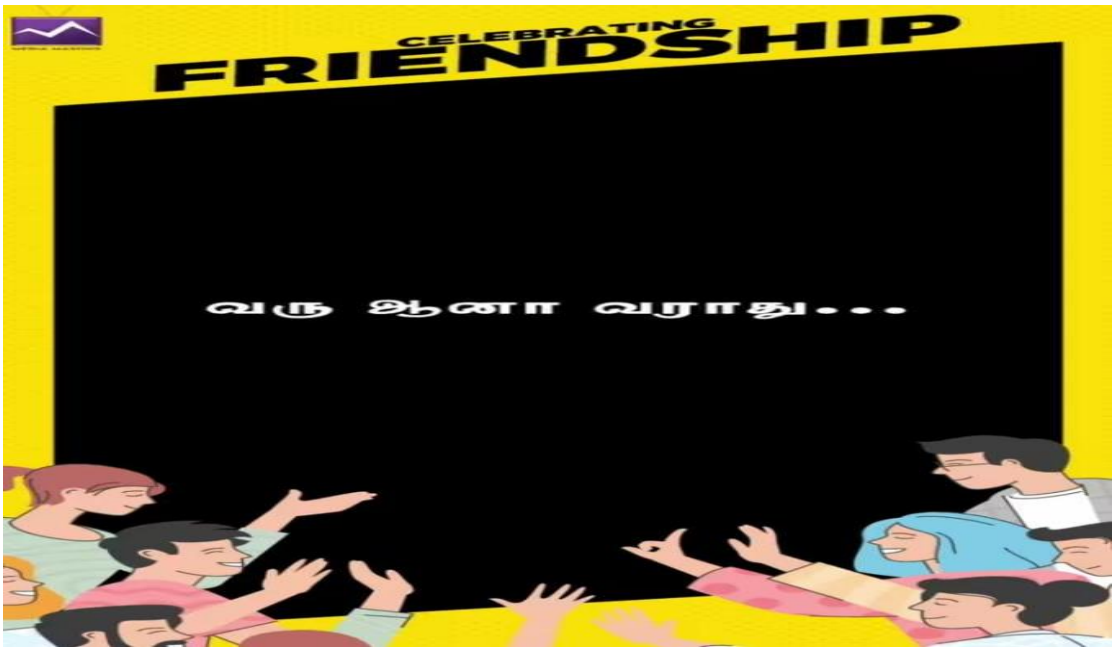
	B
1	**dialogue**
2	
3	namala maathiri rowdy nga elam kaila instrument ah pudikala, idupa pidika koodathu
4	ivan start pana maatan panita nirutha maatan
5	life la first vara freindship kooda maranthuralam aana motha vara love ah maraka mudiyathu
6	eppper patta kadhapaathiram naanu ena poi pathu paatharam theika vituteenglae
7	bayama enakka? Naangalam tsunami laye swimming poravanga
8	hello yaaradhu irukeengala... amaidhiya irukudhuu...romba romba amaidhiya irukudhu
9	vanthathu vaazhnthathu senjathu sernthathu ngala vida nammaku aprm ena ninadhungrathu than da matter
10	ponnugala convince panrathu tha kashtam but confuse panrathu tha easy
11	un ethiri yaarendru solu, nee yaarendru na solren
12	munna pinna theriyatha oru payyanukkaga kanner vidra manasu iruke sir,,,athan kadavul
13	un ethiri yaarendru solu, nee yaarendru na solren
14	un kadama unarchikku oru alave ilaya da
15	aiyoo panni kutti ellam punch dialogue pesudhe
16	vaazhka oru vattam en maamanar soluvan...aana ivlo chinna vattam ah irukunu na nenachu pakala
17	namma pechu matum tha silent ah irukum...adi saravedi
18	vanakkam dubai ah enoda annan mark iruka
19	nee vangura anchu paththukku idhalam thevaya
20	saami munadi mattum tha saanthama pesuven saakada munaadi ila
21	
22	
23	
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30	



sam 3

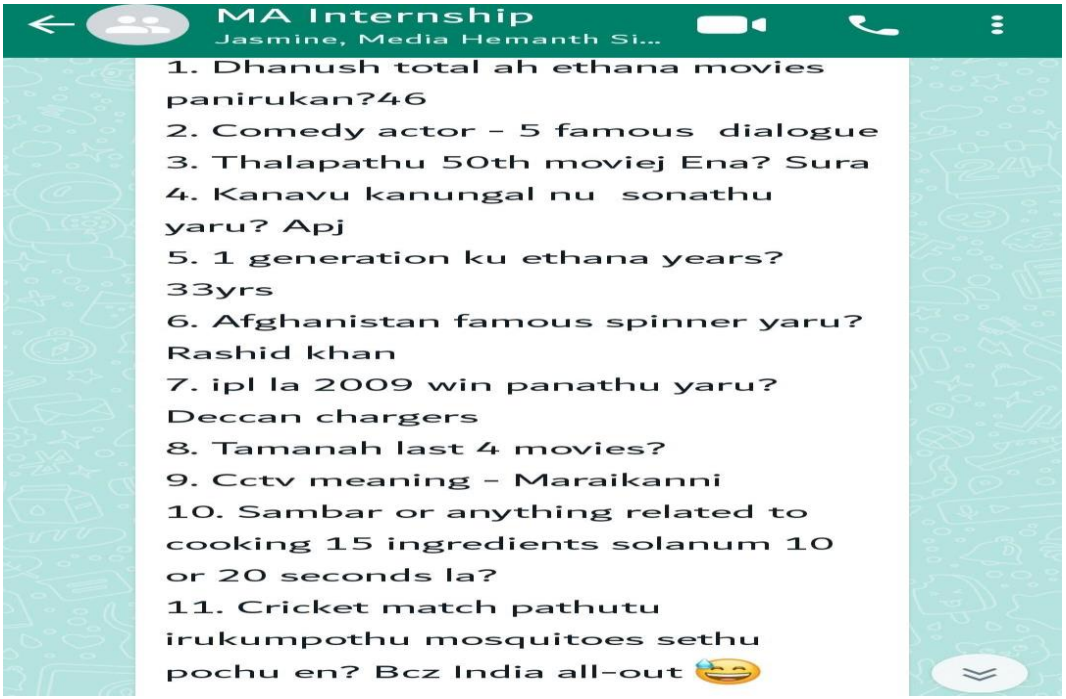
Sheet1 Sheet2 Sheet3


CELEBRATING
FRIENDSHIP
எது பண்ணாலும்
PLAN பண்ணி பண்ணனும்...


CELEBRATING
FRIENDSHIP
வரு ஆனா வராது...


MA Internship
Jasmine, Media Hemanth Si...
1.Deepika – kana Kaanum kalangal (kkk)
2.Raja vetri Prabhu– (kkk)
3. Sugi Vijay – doctor + web series actor
4. Abhishek sam– social media influencers
5. Abhishek Kumar – Stand-up comedian
6.Kisan Das – Actor + youtuber
7.Pratheep Kumar – Director , Actor
8. Suhail pami – youtuber
9. Subu Harish – youtuber Pongal channel
10.Madan gowri – youtuber
11.Sanjana – Actress
12. Irfan – food reviewer
13.Gaby – serial actress
14.Rudran praveen – Serial actor
15. Wilspat– youtuber
Message


MA Internship
Jasmine, Media Hemanth Si...
11.Sanjana – Actress
12. Irfan – food reviewer
13.Gaby – serial actress
14.Rudran praveen – Serial actor
15. Wilspat– youtuber
16.kamurudin – Serial actor
17.Ram jaanu – social media influencers
18.Narendra prasath – web series actor
19.Mugen rao – actor singer
20.Teejay– actor, singer
21. Missed Sriram– social media influencer, actor
22. Eruma Shani Vijay viruz– actor , youtuber
23. Mabu crush – social media influencer
24. Ken Karunas– actor
25. Amala shaaji & Amritha – social


MA Internship
Jasmine, Media Hemanth Si...
1. Dhanush total ah ethana movies panirukan?46
2. Comedy actor - 5 famous dialogue
3. Thalapathu 50th moviej Ena? Sura
4. Kanavu kanungal nu sonathu yaru? Apj
5. 1 generation ku ethana years? 33yrs
6. Afghanistan famous spinner yaru? Rashid khan
7. ipl la 2009 win panathu yaru? Deccan chargers
8. Tamanah last 4 movies?
9. Cctv meaning - Maraikanni
10. Sambar or anything related to cooking 15 ingredients solanum 10 or 20 seconds la?
11. Cricket match pathutu irukumpothu mosquitoes sethu pochu en? Bcz India all-out


MA Internship
Jasmine, Media Hemanth Si...
12. Celebrity oda DOB?
13. Celebrity oda fav thing?
14. Ya la finish agura 10 girls name?
15. Newtons second law? F = MA
16. Maths game :
17. 5 Thirukkural
18. World la queenkaga kattiya veedu?
19. 10 sweets name
20. Dumb charades
21. Song la 3 lines solitu remaining pada solalam.
22. Turn coat anchoring
23. Dialogue soli movie name?
24. English word spell (onomatopoeia)
25. State ku capital
26. Lovers kudukura gifts list
27. Madras ku en Chennai nu vanthuchu

Conclusion

Media portrays what and how society functions and is a reflection of our society. The only form of media printed, electronic, or online that aids in informing the public is media. Additionally, it assists in educating and raising public awareness of current events while entertaining the general audience. Today, the media serves as our society's voice. Different media platforms assist in informing, educating, and entertaining our society. Print media includes publications like newspapers, books, magazines, etc. One of the most popular forms of mass communication in the media is the electronic one, which is utilised to disseminate information. Radio and television provide listeners and viewers.In addition to providing viewers with updates, it also helps them understand current events. As an audio medium, radio facilitates the dissemination of information throughout our nation.A platform for imagination has been greatly aided by radio. The reach of this audio medium extends beyond urban areas and has even reached some of our country's most distant regions.

The Media today wields enormous power that affects the sociocultural, religious, political, and economic foundation of daily life. One of the basic necessities of life is media. They serve as the nation's custodians of the constitution. It has a responsibility to inform, amuse, and educate the public on topics that affect their daily lives. It's possible for the media to create reality and influence people to believe what they say. Additionally, it is common to see media portray unimportant events as essential and vice versa. As a result, the media has the potential to misinform and divert attention from pressing issues.The aspirations of the audience that the media is aimed at are sometimes tried to be satisfied. They do this to influence public opinion and garner support by framing representations of reality. The majority of studies on the impact of media on conflicts demonstrate that media had a detrimental impact.

The Media's coverage of the conflict has a significant impact on public opinion and the outcome of the conflict. Although there are many disadvantages to media, it nonetheless plays a vital role in a democratic society. People can learn about what is going on around them thanks to the media. It is especially noticeable in conflict circumstances because people rely entirely on mass media to keep track of the escalation and de-escalation of violence. In the age of the information revolution, the media is the most powerful medium and instrument for influencing national policy and security.