



# GUIDE TO INTERNSHIP

**Department of Communication**  
Sarojini Naidu School of Arts & Communication  
University of Hyderabad  
Prof. CR Rao Road, Gachibowli  
Hyderabad-500 046  
Andhra Pradesh, India  
Ph: +91-40-2313 5506 /01/05  
Fax: +91-40-2301 1553  
Mail: [dcuhintern@gmail.com](mailto:dcuhintern@gmail.com)  
www: <http://www.commuoh.in>

# A word from the Internship Co-ordinator



**KANCHAN K. MALIK**  
**Associate Professor**  
**Internship Co-ordinator**  
**Department of Communication**

Dear Student,

The Department of Communication at University of Hyderabad recognizes the sweeping changes occurring in various modes of communication as a result of technological revolution. It is these changes that make journalism & communication education exciting for both students & faculty members at the department. We, at the Department of Communication are acutely aware of our mission to train you to be successful communicators, irrespective of the sector you choose to specialise & pursue your careers in.

Accordingly, you are offered a fine balance of theory & practical inputs in these various areas by faculty trained in nationally & internationally reputed institutions & an array of distinguished practitioners. Further, since we firmly believe in making you industry-ready at the time of graduation, we also seek to provide you expanded opportunities. You get to participate in research & consultancy projects taken up by faculty members throughout the year. This is besides the various national & international seminars/conferences/colloquium that the department organises regularly.

An extended form of giving students an opportunity to apply their skills in compelling real-world settings is **Internships**. Internships provide you valuable insights in a real-life, industry setting.

Radio/TV channels, production houses, NGOs, advertising, public relations, newspapers, magazines, digital media, internet, CSR wings of corporate houses, communication/media research houses etc. You choose the area of work & the location in India.

We take internships seriously and have made it mandatory for every student to go through an internship for 4-6 weeks in communication-related organisations. You also get to earn **TWO CREDITS**. At the end of the internship, we send out evaluation forms to the employers. The evaluation is normally done by the internee's immediate supervisor in the organisation & returned to the Internship Co-ordinator in confidence.

This document will serve as a guide in choosing your internship area and following procedures in securing and completing a good internship.

Best,  
**Kanchan K. Malik**

**Queries/ Feedback:**  
040-2313 5506  
dcuhinternATgmailDOTcom

# Internship FAQs

**Q: What is an internship?**

A: An internship is an opportunity for you to work for a brief period in your chosen profession before you complete your academic programme. It's an opportunity to apply the lessons you have learned in the classroom & understanding the dynamics of working as a professional in an organisation. Internships help you gain valuable work experience, strengthens your resume & helps you establish contacts in the industry. Many students have been recruited by the interning organisation soon after they completed the two-year academic programme.

**Q: When do I go on an internship? What is the duration of the internship?**

A: Students go on an internship during the summer vacation prescribed by the university, soon after the second semester. The internship period is for a period of 4-6 weeks.

**Q: Can I intern for more than six weeks?**

A: Of course you can! The minimum period required is at least four weeks & the maximum, six weeks.

**Q: Can I do a second internship during the summer vacation?**

A: Yes. However, only after completing the minimum of 4-6 weeks in the officially approved organisation. We encourage students to do a second internship.

**Q: Do I get to choose the sector/ location/ organisation for my internship or does the department prescribe an area/ location/ organisation?**

A: You get to decide the sector/ location/ organisation in India. However, the department needs to approve your choice. Consult the Internship Co-ordinator (IC) if you have queries.

**Q: Do I arrange for internship on my own? Will the department do it for me?**

A: It works both ways. Some students already have professional contacts. It works great that way. Hold discussions with the IC before you send enquiries to organisations. Only if the student is not successful in securing an internship will the IC step in.

**Q: What if I don't get an internship of my choice?**

A: So far, only two per cent of the students haven't got an internship of their choice. But there have been reasons. They worked late in the day for their internships.

**Q: Do I get paid during the internship period?**

A: We go by the policy of the organisation you are interning with. Sometimes you get lucky, sometimes you don't. The department, however, is not in a position to meet your expenses during the internship period.

**Q: What about all the expenses during the internship period?**

A: You need to be prepared to incur whatever expenses during the internship period. If you get a paid internship, well, you are lucky! You need to match your desires with your pocket!

**Q: Does internship count as a course?**

A: Yes. It's a mandatory course for two credits. If you complete your internship to the satisfaction of the employer & submit a report along with a portfolio of the works you were involved in, you get two credits. **Satisfactory completion of internship** is a mandatory requirement for completion of the MA (Communication) programme.

**Q: Do internships always provide the kind of experience I'm looking for?**

A: A difficult question to answer! It depends on both the organisation & the initiative you exhibit. Most students have very good stories to narrate about their internships.

**Q: Will talking to my seniors help?**

A: Of course it does! Not only in terms of contacts, you also get to know their experiences. Talk with them.

**Q: Do I need to specially prepare for my internship?**

A: It helps a great deal to prepare well. This guide provides tips on preparing & completing a successful internship.

# Internship FAQs

**Q: How early do I start looking for an internship?**

A: Your winter session begins around January. The right time to start preparing for your internship is around mid-January. Hold discussions with the IC, read this manual & prepare right away! Remember, we are dependent on organisations for internships, they are not!

**Q: How can I find companies that are looking for interns?**

A: Not many companies in India put out announcements for internees, though the situation is slowly changing. You need to work it out yourself. One of the ways is to check out a list of company lists in a directory & begin doing a search. Gather contact numbers, email ids etc from various websites that you think suit your area of interest & location. Search for internships on job portals or even a regular search engine by keying in the key words--example "NGOs+internships". Don't hesitate to contact the IC. If you don't ask, the IC won't know you need help.

**Q: How do I find a good internship?**

A: Homework, homework & more homework. Good research, good research & more research.

**Q: Do I always have to get an approval before I finalise an internship?**

A: YES. The department likes its students to intern in a company & an area in which they can complete a successful & satisfactory internship. **Remember, your internship should be related to communication & media, irrespective of the organisation.**

**Q: What does the Department expect of me during my internship?**

A: Punctuality, sincerity and hardwork. Conduct yourself in a professional manner at all times. Use the office internet only for official purposes. Limit all personal calls to after office hours. Ask your supervisor for work & the deadline. If you run out of work, talk to your supervisor to check what else you can do. Show initiative. Exhibit an eagerness to learn. Build a good reputation in the office. Internees from the Department have always had a good reputation. Maintain it.

**Q: What kind of assignments will I need to complete for the Department during my internship?**

A: You will be required to write a detailed report of the work you did during the internship. You will also be required to build a good portfolio of the tasks you completed. The IC will send an evaluation form for your supervisor to fill in confidence & mail back. You will receive reminders before the due date. It will be your responsibility to ensure that your supervisor has mailed the evaluation form before the due date.

**Q: What else should I do during the internship?**

A: Network within the company. For all you know it might lead to a full time position!

*Still have questions? Contact the Internship Co-ordinator*

# Internship Calendar

Here are some important markers to keep in mind for your internship. Stick to these markers to plan your strategy & your efforts in securing a good internship.

**JANUARY:** SESSION RE-OPENS. CLASSES BEGIN FOR II SEMESTER  
**BY JANUARY 20:** DISCUSS WITH THE INTERNSHIP CO-ORDINATOR  
**BY JANUARY 25:** FINALISE YOUR AREA OF INTERNSHIP INTEREST  
**BY JANUARY 31:** COMPLETE YOUR RESEARCH. START ASSEMBLING A RESUME. ENTIRE CLASS TO SUBMIT A LIST OF THEIR THREE PRIORITY AREAS, LOCATION & CONTACTS, IF ANY.

**FEBRUARY:** FINALISE YOUR RESUME. HAND IT OVER TO THE IC  
**BY FEBRUARY 10:** SEND OUT YOUR RESUMES

**BY MARCH 15:** GET APPROVALS FROM YOUR INTERNING ORGANISATION & THE IC

**BY APRIL 02:** FINAL PREPARATORY MEETING ON INTERNSHIPS

**MAY/JUNE/JULY:** INTERNSHIP PERIOD

**JULY/AUGUST:** III SEMESTER SESSION BEGINS.  
**BY AUGUST 20:** PREPARE INTERNSHIP REPORT/ PORTFOLIO

**SEPTEMBER 10:** DEADLINE FOR GETTING EVALUATION FORMS  
**SEPTEMBER 20:** MEETING ON INTERNSHIP PRESENTATIONS  
**SEPTEMBER 30:** INTERNSHIP PRESENTATIONS. EVALUATION

**BY OCTOBER 04:** CONVERSION INTO GRADES TO BE SENT TO CONTROLLER OF EXAMINATIONS

# Finding the right Internship

Finding the right internship or job takes many steps and involves just as many decisions. This checklist is designed to help you along the way and guide you to the appropriate sources. Be sure to discuss your progress with your career advisor.

## Knowing What You Want

Choose your ideal work environment—large corporation, small business, government agency or non-profit organization.

List your three most useful job skills and know which is your strongest.

Know whether you want to work with people, data, or things.

Choose your ideal location--- urban, suburban or rural.

Know whether you enjoy new projects or prefer following a regular routine.

List some of the main career areas that might interest you.

Know what kind of work values are most important to you in a job—creativity, autonomy, etc.

## Researching Your Career/Internship Options

Develop a list of internship possibilities to research.

Visit websites of such organisations to learn about about them.

Make at least three professional contacts through friends, relatives or professors to learn more about your field of interest.

Meet with faculty and alumni who work or who have worked in your field to talk about your internship and the outlook for your field.

Keep up with current trends in your field through trade publications, news/business magazines and newspapers.

## Creating a Resume

Form a clear objective.

Know how your skills and experience support your objective.

Use action verbs to highlight your accomplishments.

Limit your resume to one page and make sure it is free of misspelled words and grammatical errors.

Create your resume using a word processing program. If you are submitting your resume online, be sure to include relevant keywords and avoid italics, bold, and underlined passages.

Compose a separate cover letter to accompany each resume and address the letter to a specific person. Avoid sending a letter that begins “Dear Sir/Madam”.

## The interview

Some employers prefer interviewing internees too.

Arrive on time in professional business attire.

Collect business cards to write a thank-you letter after each interview.

Thoroughly research each employer with whom you have an interview—be familiar with product lines, services offered and growth prospects and company news.

Practice your interviewing technique with friends to help prepare for the actual interview.

# Preparing your resume

## What is a resume?

A resume is a brief written account or summary of personal, educational, and professional qualifications and experience, as that prepared by an applicant for a job. Resumes are your own personal “marketing tool” designed to grab or attract the attention of a potential employer. A resume should interest a potential employer in getting to know more about you.

## A resume is important because:

Every employer whether it is for full time or internship opportunities will expect to see one.

It's your chance to make a first impression!

Decisions on whether or not to interview will be made based on this document.

It allows an employer to see how your experience and skills might fit into an organization.

## Categories your resume may include:

\*Contact Information \*an Objective \*Education \*Awards/Honors \*Work/Internship Experience \*Skills, \*Languages \*Volunteer Work \*Activities \*Athletic involvement \*Special Projects/Presentations \*Professional Association Memberships/Special Conferences attended \*Certifications \*Interests

## RESUME DO'S!

To be effective resumes should:

Be clearly formatted, organized and easy to read.

Be no more than two pages in length.

Start with a blank Microsoft Word document and set your own tabs and spacing.

Accentuate your skills, abilities, education, knowledge, accomplishments and experience.

Use key words, action verbs and/or numbers where appropriate to describe your accomplishments in order to make an impact.

Prioritize categories and job responsibilities in order of importance. The most important information should be listed first.

List items within section in reverse chronological order (most recent first).

Use bullets, bolding and italicizing where appropriate.

Give your Internship Co-ordinator's reference & contact details.

Represent yourself accurately (including work experiences, dates, memberships etc). Your credibility is the biggest thing you have.

Allow enough time to complete your resume. It typically takes 2-3 drafts.

Check your resume for spelling mistakes & grammatical errors.

Submit your draft resume to the Internship Co-ordinator for suggestions. You will of course submit the final resume too.

## RESUME DON'TS!

Do not use a Microsoft Word Resume Wizard Template to do your resume.

Do not use “I” in a resume.

Do not use more than one font styles or size. Be consistent!

Do not exaggerate or misrepresent yourself in any way!

# Email etiquette

In this day and age, email is sometimes the most preferred method of communication by employers. It's less intrusive than a phone call and faster than regular mail. Perhaps it is an introduction to someone you never met before, so take the time to put together a concise, succinct, and thoughtful message. Once you hit the send button, you won't be able to get it back.

## Some Tips:

- **Make a Good First Impression**

- o Include a subject heading that is appropriate for the topic.
- o Always be professional in all correspondences.
- o Do not use strange font styles or an inappropriate size (10pt-12pt is typically acceptable depending on font), wallpapers or multicolored backgrounds
- o Do not begin your email with Hi! Always address the person you are mailing to as Mr./Ms./Dr. etc. Always end your email with "Thank you", "Warm regards" etc. Remember, you are not emailing your buddy!

- **Be grammatically correct**

- o Use capital letters at the beginning of sentences.
- o Don't use emoticons or other symbols (e.g. "LOL" for laughing out loud).

- **Be Concise and Be Professional**

- o When possible, be brief. Get to the point as quickly as possible, but don't leave out necessary details. If providing a lot of background information will help the recipient answer your query, by all means, include it.

- **Don't Abbreviate**

- o Common abbreviations include-- U instead of "you", 2 instead of "to" or "too", plz instead of "please", and thanx instead of "thanks". This is OK for personal email, but business email should always be professional. Words such as these should always be spelled fully and properly. You can, however, utilize frequently used abbreviations such as Mr. and Mrs., FYI (for your information), inc., and etc.

- **Be Aware of Your Email Address and What It Says About You**

- o Your email address makes a personal statement. When choosing an email address, think to yourself "What does it say about me?" We suggest getting a more professional email address. Common examples include a first initial and last name, or firstname.lastname@mail-provider.com. **If you don't want to change your e-mail, consider creating an additional one for professional use only.**



# Thank you letters

Why Thank You letters can help make or break a hiring decision:

1. By sending a thank-you letter, you show your interviewer common courtesy and respect.
2. So few job applicants send thank-you letters that you automatically stand out if you do.
3. A thank-you letter:
  - gives you an opportunity to reiterate your strengths for the position.
  - lets you make points you forgot to make in your interview.
  - demonstrates your written communication skills.
4. At the very least, it puts your name in front of an interviewer one more time and is the courteous thing to do.

## Other Important Points:

1. Be sure to obtain contact details from the office so you have the necessary information in order to send the Thank You note.
2. You can either e-mail or send a hard copy of the thank you note. Make sure to send the thank you note to the employer either the same day or next day after the interview.
3. If you had an interview with more than one person, send all the interviewers a thank you note or send the lead interviewer the note and copy the other interviewers.

REMEMBER, YOUR, SINCERITY, PUNCTUALITY, BEHAVIOUR & WORK WILL DETERMINE YOUR REPUTATION & ALSO THAT OF YOUR DEPARTMENT.

THE DEPARTMENT VIEWS IMPROPER BEHAVIOUR DURING YOUR INTERNSHIP PERIOD VERY SERIOUSLY.

KEEP IN TOUCH WITH YOUR INTERNSHIP CO-ORDINATOR EVEN DURING YOUR INTERNSHIP.

IT WILL BE YOUR RESPONSIBILITY TO GET YOUR EVALUATION FORM SENT BY YOUR EMPLOYER TO THE INTERNSHIP CO-ORDINATOR. FOLLOW UP ON IT.

**BEST WISHES FOR YOUR INTERNSHIP!**