

## **Internship Orientation for Final Year Students: Journalist V.Prem Shanker's Presence Lit-up the Young Minds**



Blessed are those who have a mentor like V.Prem Shanker. The journalist with more than two decades of experience in print, visual and digital media provided a much needed guidance for the final year Digital Journalism students who are preparing themselves for Internship from 15<sup>th</sup> March 2021. The orientation session organised by DDU KAUSHAL Kendra on 02 March 2021 provided a clarity on the toughest part of a journalism student: internship.

A Loyolite who did his under graduation in English literature before his masters in journalism, Mr.Prem Shanker shared his dilemma in choosing between Advertising and news journalism in his student years. The resource person provided better clarity on how to build a rapport with people in the media organisation so as to land a dream job in their area of their passion. The difference between exploitation and exposure, taking a different route to achieve one's passion, working in various domains of journalistic stream so as to have a wholesome learning were some of the key take aways from the session.

The most important contribution of the Orientation session was how students were fired up. They were so rejuvenated by the session that they stayed back till 2.00 PM, getting clarifications on choosing and getting internship from media organisations.