



PRACTICUM REPORT

CARRIED OUT IN

MEDIA COMPANY

Palm Tree Camp Sub-district Office, Xishan District, Kunming City,  
Yunnan Province

BY

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**Praise for the practicum in Educational Administration**

**to Ms. Yang Weiqing**

Yang Weiqing is an excellent intern and very enthusiastic. During the internship, the work initiative, practical, willing to work, and teachers and colleagues to deal with the relationship is very good, patient learning don't break hard work, to improve their own technology, by everyone's praise, hope to carry forward the achievements in the future. During his internship in our unit, he abided by the rules and regulations of the unit, studied carefully, considered diligently and practiced diligently, and was able to use professional knowledge to solve practical consulting problems flexibly, leaving a good impression on the unit.

Signature: 高克成.

Position: Palm Tree Camp Sub-district Office, Xishan District, Kunming City,

Yunnan Province

Organization: Kunming Daoming Advertising Co., Ltd

(The official seal)

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# Abstract

Thank you for giving me such a valuable internship opportunity. During this period, I not only had the opportunity to practice and broadcast news, but also had the opportunity to interact with the audience in real time in front of the microphone, which is the closest place to the audience. Can get a lot of seniors to teach and care! During this period of internship, I have gained a lot both theoretically and practically, which enabled me to understand hosting more truly and accurately. From the aspects of theory, the internship activities, on the one hand is a test of knowledge during the period of school, and to master the theoretical knowledge of the inspection, on the other hand, the growth of a more concrete theoretical knowledge of broadcasting and hosting, mount guard preside over people's personal experience for many years, in particular, this is not in the classroom, is also the most practical theory of knowledge; From the perspective of practice, from the recording and broadcasting of news in the recording room to the live interaction in the broadcast room, I really understood the specific process of the whole broadcasting work and the dribs and DRBS of the work.

The first part of this article mainly introduced the background and purpose of the internship, the second part introduces the practice enterprise overall architecture and specific functions, the third part mainly explained my some of the essence of ideas during the internship, I worked as an intern in the fourth part is the process in some theoretical knowledge combined with practice, the fifth part is conclusion, inspiration and advice.

**Key words:** host media broadcast marketing power

## **1. Introduction**

### 1.1 Internship background

Practice first is the most basic and important point of Marxist epistemology. Advertising is originally an applied subject with strong practicality, which needs to update knowledge and deepen theory with social practice. When theoretical teaching has reached a certain stage, practice becomes particularly important. The students in the practical work in advertising company, in the media and enterprises come into contact with the rich experience of outstanding advertising people, news, and some industry especially a line of industry and marketing agency, these are all in the classroom is hard to get, is a precious experience for the students in the future study and work and wealth. Through the internship students learned the advertisement of the application of real and basic theory and basic knowledge of advertising marketing, truly mastered the advertising planning, creative, document collaboration, management knowledge and skills, as well as timely found himself the blank part of knowledge and deficiency, this will help the students learn more targeted in the future. If you want to be a qualified media person, you must go through theoretical study and long-term practice. It has been said that practice is the sole criterion for testing truth. As a student majoring in media, we should pay attention to practical skills, because the requirement for practical skills in the media industry is no less than that in other industries. The traditional armchair approach has been unable to meet the requirements of the social industry for media students. This internship has benefited me a lot as I have never had formal contact

with media design and production.

## 1.2 Internship objectives

Combine the theoretical knowledge and practice, cultivate the innovative spirit of exploration, improve the practical ability, strengthen the ability of social activities, serious learning attitude, and lay a solid foundation for future professional internship and work. Recognize that practice is an important part of the teaching plan, it is to train students to practice and other practical problems to solve the second classroom. Internship should be in-depth practice, careful observation, access to direct experience knowledge, consolidate the basic theory learned, quality and quantity of the completion of the instructor assigned tasks. Learn the excellent quality of diligence and dedication of the good style, cultivate our practical ability and innovation ability, open up our vision, cultivate the production practice in the research, observation, analysis, the ability to solve problems. Cognition practice is a required course for our students. Through cognitive practice, we should establish perceptual knowledge of the major and further understand the learning and practice links of the major. Through contact with the actual production process, on the one hand, to learn the nature of the major, the content of a certain understanding, to understand and consolidate the professional thought to create conditions, in practice to understand the major, familiar with the major, love the major. On the other hand, I will consolidate and deepen my understanding of the theoretical knowledge I have learned in class, so that my theoretical knowledge will be more solid, my professional skills will be stronger, and I will be better at combining theory with practice.

## 2.Literature Review Section

### 2.1.company profile

In 2003, Kunming Daoming Advertising Co., Ltd. was established as the first company in Yunnan to invest in the development and operation of bus mobile TV. In 2007, Kunming Xuanzhixuan Film and Television Planning and Production Company was established. The company has a strategic cooperation with Kunming Radio and Television Station to fully act as the agent of four radio stations including FM95.4 as the international branch of CCTV to broadcast and operate with the mobile call sign of CCTV.

### 2.2.responsibilities

Pre-data collection and interview draft writing of the program; Coordinate all kinds of preparatory work before program production; The shooting or recording of interview programs; Assist in post-editing and production of programs; Responsible for hosting various activities of sohu Focus;

## 3 Research methods during the internship

### 3.1 Schedule of assignments and responsibilities

| week | observe                        | observed result                 | hour |
|------|--------------------------------|---------------------------------|------|
| 1    | Combined with my previous work | I arranged colorful theoretical |      |

|          |  |   |  |
|----------|--|---|--|
|          | <p>experience, I spent some time to understand the real meaning and planning focus of advertising, public relations, communication, media and exhibition activities in detail and depth.</p> | <p>practice and etiquette training as well as systematic assessment. Although this period of time was boring, it greatly improved the growth of my professional knowledge</p> |  |
| <p>2</p> | <p>Understand the development of the enterprise, learn the corporate culture, be familiar with the rules of the cultural media industry, understand the development of the cultural</p>      |   |  |



|   |   |   |  |
|---|---|---|--|
|   | <p>media industry,<br/> master the<br/> theoretical<br/> guidance needed<br/> for the work of<br/> public relations<br/> activities<br/> planning<br/> copywriters</p>  |   |  |
| 3 | <p>Referring to the<br/> previous<br/> business<br/> together to<br/> discuss about the<br/> expo to highlight<br/> the mainstream<br/> concept, and<br/> then planned a<br/> containing a lot<br/> of artistic forms<br/> of artistic<br/> performance.<br/> And then I did<br/> some cleaning<br/> up</p> | <p>This activity is<br/> done quite<br/> wonderful, got a<br/> lot of praise<br/> from the<br/> leadership.</p> |  |

|   |  |  |  |
|---|--|--|--|
| 4 | <p>Arrange to help colleagues to supplement and plan the well-known Ueshima Coffee (Jiefang Shop) small Christmas activities</p>   | <p>Based on the suggestions of foreman Lin, we designed two activities that would not affect the guests but would be beneficial to them.</p> |  |
| 5 | <p>Combined with the format of the company's previous formal activity planning scheme, I began to write the first draft of my plan from the aspects of the theme, theme, time and content of the activity.</p> | <p>Internship work has officially come to an end</p>   |  |

The first week: I was assigned a job in the first three days after I joined the company, which was to spend more time and in-depth understanding of the real meaning and planning focus of advertising, public relations, communication, media and exhibition activities based on my previous work experience. In the following three days, the company arranged colorful training and systematic assessment on theory, practice and etiquette for our six interns. Although this period was boring, it greatly improved the growth of my professional knowledge.

Week 2: As a new employee, I've been walking the new employee path this week. Learn about the development of the enterprise, the enterprise culture, familiar with the rules of the culture media industry, the way of understanding about the development of cultural media industry, grasp the public relations activities planning document work needed for theoretical guidance, this time I really learned a lot of things, also I see behind the seemingly simple activities need the support of many links, Every unexpected step will affect the smooth progress of the activity. Then I was arranged to participate in the planning of large-scale activities this weekend. Because it was a relatively simple beginning, so I finished well.

Week 3: At the beginning of this week, the manager came to me and told me that there was a big problem with the actors in the theatrical performance, and he hoped that I could take over this part. To tell the truth, I do like to do this aspect of the planning, do it is very handy. So I first referred to the business before the joint discussion out of the expo to highlight the mainstream concept, and then planned a contains a lot of artistic forms of artistic performance. And then I did some cleaning up. This activity is done quite wonderful, got a lot of praise from the leadership.

Week 4: I have been busy with the planning of Youth International Residence this week. After discussing the details of the event with the manager of the company, and considering the numerous advertisements of real estate companies and the

diversity of Christmas activities, I combined the current situation

- 
- 3.2 acquired knowledge

### 3.2.1 You should have confidence.

Confidence in yourself is the first step to success. Of course, the most important thing for music programs is the articulation of manuscripts. How to link up the two different sections harmoniously, and how to link up the songs with the content of the discourse, is a good program needs to be carefully considered. Although broadcasters may not have to write their own scripts, they must have good writing skills and be able to write their own scripts independently, so that they may be able to master the program with ease. Because what the editor writes is not necessarily suitable for every host's language habits. At the same time, maintain a neither servile nor pushy attitude in dealing with people

### 3.2.2 The basic work of the media

During the internship, I basically mastered some basic work of media production, and learned that media is a creative job. In order to make wonderful works, one must have professional knowledge and rigorous and serious working attitude, and know the meticulous measures, which makes me feel very sad. In school, I always thought I had learned well, but once I came into contact with the reality, I realized how little I knew. Therefore, I should work harder in the future study to master more professional knowledge and make better use of the science of media. Opportunity always belongs to those who are prepared, and we should be patient when we do anything. Theoretical knowledge should be combined with practice. More hands-on, more practice, to accumulate more work experience.

### 3.2.3 Learn how to deal with your own changes in a new environment

I learned how to survive in a new environment, so to speak. As we all know,

life is very stressful nowadays, and work pressure brings many negative effects, but it is something that everyone has to face, and there is no escaping it. Therefore, we should actively face the changes that work and life give us. Work to have a working state, life to have a life state, I hope I can actively face their work and life after graduation. School is approaching, I must make full use of the last opportunity, more communication with the teacher, not to waste all available resources. Give yourself a clear understanding of the recent work, to prepare for the future development. The plan should proceed from its own reality, bit by bit pragmatic, reasonable time, clear direction.

### 3.3 Working relationship with employees

During the internship, I will come into contact with a lot of people, not only teachers and classmates, but also leaders, responsible persons and so on. Above all contact most affirmation is your practice teacher. During your internship, the teacher is always the one who helps you the most and you can learn the most. Therefore, to put a good attitude to learn. The same is true for the other leaders and hosts in the room. They all have a lot to learn from you, so learn to be a confident and humble person. In fact, internship is a comprehensive ability of a comprehensive test, in addition to the inspection of our professional level and theoretical knowledge, but also inspected our attitude, life principles and ways of doing things, in short, is to examine whether we know how to behave. Diligence is the first, the earliest to arrive, stay late, stay up all night these should be the daily rather than take credit for the capital of the reward, because we are interns, is to learn; Active communication with teachers is also important.

## **4. The process of integration of theory and practice**

Gradually understand the truth in practice. Before the internship, the specific

operation of the radio station is only a little understanding, generally through the description of teachers and seniors to understand. And will only according to the requirements of the book, to do the standard words and sounds, breath freely, sound with emotion, such a theoretical connection. But the internship tells me that this is not the case, because the host, first of all, is an individual, but also can have their own ideas, feelings and words like ordinary people, in the oral cavity resonance, chest resonance, abdominal resonance at the same time, but also should pay special attention to the resonance with the audience. In addition, regardless of their professional nature, in the job "internship, because this is also a part of the social people, have to be a good person, deal with the relationship with all kinds of people, flexible to deal with different groups of people, can do a good job and so on, these are what I understand from the serious work.

To be a qualified media person is not so easy. Engaging in this industry needs more wisdom and brain, must master a lot of professional knowledge and practical theory, theory and practice should be combined. In the short process of understanding and practice, I deeply felt the limited knowledge I had learned and the weak professional skills and qualities. In the face of some design and production work, I am at a loss, which makes me determined to improve my personal knowledge and skills in the future study, combining theory with practice, and strive to become a qualified media person.

After theoretical learning, we are more eager to do in the society, go to practice. Through practice to exercise and improve our ability. The so-called "man is a man in the society", if separated from the society, then the value of anything is afraid to re-evaluate. Without the society, without the practice, any theories are just armchair, they lose their own meaning. However, when we really contact the society, we will inevitably have some brothers and sisters

## **5.Conclusion and Enlightenment**

### 5.1 Professional demand for the position of host

Through this internship, I have set a goal in my future study. In terms of my major, I will strive to master the comprehensive skills of purchasing, editing and broadcasting, and further master a large number of practical skills in practice, so as to become a qualified media person. The other is to specialize in many things. As the name implies is in addition to broadcast hosting can be very outstanding outside, other ability also want to carry on cultivation. For example, the accumulation of their own cultural knowledge, knowledge of life and so on. Or often say that "the host to become a miscellaneous". In addition, try to exercise their writing ability and the ability of improvisation. Writing ability in addition to daily what we call the writing ability, but also by presiding over the works more news work, excellent, excellent host to learn in the word, because of the particularity of the profession of broadcasting and hosting, hosting draft writing is different from other literary works, so want to through the news or preside over work to learn. About the ability of improvisation, in fact, every host must have the ability. Because in the process of hosting the program, in order to ensure the smooth progress of the program, we must master the ability to express impromptu, so that the exit is orderly, and there will be no silence in the program.

### 5.2 Reflections on the whole media industry

During the period of several weeks, I read a lot of newspapers and periodicals and related advertising planning, and I also had some trivial thoughts on advertising planning. Advertising media is not an easy industry. In fact, many advertisements in newspapers and periodicals are lonely and forgotten. In the same way, many planned activities are not always in response to each other. The current

direction of our efforts is how to plan an "innovative" activity, how to make good ideas stimulate people's enthusiasm for the company and its products, and how to improve the advertising effect brought by a product activity. I really hope that I can make decent and valuable plans through learning, expanding my knowledge and making my own efforts in the future, so as to make a breakthrough in this unit of planning.

### 5.3 Find your own position

In the future life should pay more attention to understand such a sentence: "the future of the world: direction is more important than effort, ability is more important than knowledge, health is more important than achievement, life is more important than diploma, EQ is more important than IQ!" To know oneself is suitable for which industry and which profession, there are a lot of things is genetically determined, only fully explore their potential, rather than against their weaknesses, always a man to be somebody, just like many companies now, they believe that through training and education can let Turkey learn to climb a tree, but still feel choose a pine easier. The direction is not right, no matter how hard, no matter how hard, you can hardly become the kind of person you want to be. Knowledge in one frame is only appearance, as some people can answer on the answer how to manage the enterprise, how to solve the problem, how to be a good mayor, etc., but in reality, but they appear to have no idea, at a loss, they will always ask why is this kind of situation, should be what kind of situation, and so on. Their knowledge is only knowledge, but can not be evolved into ability, let alone through the ability to tap their potential. Now many enterprises are studying the ability model, from the perspective of ability to observe whether the candidate can be qualified for the position. Of course, high ability can not be directly linked to high performance, ability is also within a certain mechanism, environment, work content and responsibilities, without these platforms and environment, no matter how high the ability will only be dust.