

## Guidelines for the Mass Media Undergraduate Internship Programme

*Dear Students,*

The internship programme is an important component of your degree. It is an opportunity to apply the knowledge and skills you have gained at the Department of Mass Media to a real professional environment. Please follow the guidelines below carefully.

### **1. Participate Actively**

Actively participate in the internship programme. Do not consider the internship merely as a requirement for completing your degree. Make every effort to learn, observe, contribute, and gain practical experience.

### **2. Remember That You Are a Student**

Remember that you are an intern and a student—not a manager or a boss. Be humble, respectful, willing to learn, and ready to accept guidance from the staff of the organisation.

### **3. Maintain a Daily Internship Log**

Keep a notebook or diary and record what you have learned, what you have done, and what activities you have participated in each day. These records will be extremely useful when preparing your internship portfolio and final report.

### **4. Collect Evidence with Permission**

Where appropriate, collect evidence of your internship activities, such as photographs, documents, or other materials. **Always obtain permission from the relevant organisation and individuals before taking photographs or collecting any material.** Respect organisational confidentiality and privacy.

### **5. Build Professional Relationships**

Maintain good professional relationships with the people you work with. The relationships you develop during your internship may be valuable for your future professional career and may even lead to employment opportunities.

### **6. Maintain Workplace Discipline**

Arrive at work on time and follow the working hours of the organisation. Maintain professional discipline at all times.

Avoid making loud personal telephone calls while at work. Some organisations may have restrictions on mobile phone use. **Respect and follow the rules of the organisation.**

## **7. Respect Everyone**

Treat everyone in the workplace with respect, regardless of their position.

Avoid unnecessary criticism, arguments, gossip, or negative comments about colleagues or the organisation.

Use appropriate forms of address such as **Mr., Miss, Mrs., Sir, or Madam**, according to the workplace culture. Avoid using overly familiar terms such as *Ayya* or *Akka* unless such forms of address are specifically accepted within that organisation.

## **8. Integrate with the Workplace**

Do not spend your internship period only with your university friends. Try to interact professionally with the people working in the organisation and become familiar with the workplace environment.

Your ability to work with different people is an important professional skill.

## **9. Obtain Your Certified Evaluation Report**

Make sure that the organisation is willing to provide the required **certified internship evaluation report** at the end of your internship.

Do not wait until the last day to ask for this document. Some organisations may not provide such documentation unless it has been discussed and arranged in advance.

## **10. Professionalism and Safety Come First**

Remember that you are entering the professional world. Do not unnecessarily challenge workplace procedures or "push the limits."

**Safety must always come first.**

If you experience any inappropriate, unsafe, abusive, or otherwise unacceptable behaviour at your workplace, do not remain silent. Contact the Internship Coordinator and the relevant authorities at the University/Department promptly and seek appropriate assistance.

## **11. Do Not Treat the Internship as a Time-Passing Activity**

Do not use the internship simply to pass the required period or collect marks. The purpose of the programme is to develop your professional knowledge, skills, experience, confidence, and employability.

## **12. Balance Your Internship with Your Academic Work**

Your internship does not mean that you can neglect your academic responsibilities.

You are required to participate in scheduled lectures and complete your other academic requirements while undertaking your internship. **Every mark counts towards your final**

**degree result.** Therefore, learn to balance your internship responsibilities with your academic work.

If you face difficulties in managing both, contact the Internship Coordinator for guidance.

### **13. Select Your Internship Organisation Carefully**

Carefully select your internship organisation and consider whether it provides a suitable environment for gaining relevant professional experience.

Once you have selected and commenced an internship, do not attempt to change the organisation without a valid and acceptable reason. If you face a genuine problem, discuss it with the Internship Coordinator before taking any action.

### **14. Understand the Workplace Environment**

Do not expect an organisation to give you constant attention. Staff members have their own responsibilities, deadlines, routines, and heavy workloads.

Therefore, observe the workplace carefully, show initiative, and try to work with the staff rather than simply waiting for someone to tell you what to do.

If you demonstrate a lack of interest or commitment, the organisation may become reluctant to continue your internship.

### **15. Dress and Behaviour Appropriately**

Dress appropriately and maintain professional etiquette.

Some organisations may have specific expectations regarding dress, appearance, language, and behaviour. Respect those requirements.

Remember: **the workplace is not your home, your university, or the Sri Palee Campus.** Every organisation has its own professional culture, traditions, rules, and working environment. Adapt yourself appropriately without compromising your dignity or personal safety.

### **16. Be Honest in Your Portfolio**

Be truthful in maintaining your internship records and preparing your portfolio.

**Do not provide false information, invent activities, or create fake evidence in your portfolio.** Your portfolio should accurately reflect what you actually experienced, learned, and accomplished during the internship.

The purpose of the internship is to learn—not to deceive your lecturers or obtain marks through false information.

### **17. Maintain Professional Boundaries**

Do not bring personal friends, boyfriends, girlfriends, relatives, or other visitors to the workplace simply for chatting or socialising.

The internship workplace is a professional environment. Your personal visitors should not interfere with the organisation's work or create an uncomfortable situation for your colleagues.

Your behaviour during the internship reflects not only on you but also on the **Department of Mass Media and the Sri Palee Campus**.

Please remember that your conduct can affect the opportunities available to future students who seek internships at the same organisation.

### **18. Think About Your Future**

The internship is an opportunity to build your professional identity and prepare yourself for your future career.

Learn as much as possible, observe experienced professionals, develop good working habits, build professional relationships, and maintain a positive reputation.

**Your internship is not only about completing a degree requirement. It is an opportunity to prepare yourself for the world of work.**

Please take these guidelines seriously and represent yourself, the Department of Mass Media, and the Sri Palee Campus with responsibility, discipline, honesty, and dignity.

**Thank you.**

**Department of Mass Media  
Sri Palee Campus,**

**University of Colombo**