

**AIMAN COLLEGE OF ARTS AND SCIENCE FOR WOMEN, TRICHY**

**DEPARTMENT OF ENGLISH**

**INDUSTRIAL VISIT – ELUMALAYAN PRINTERS, TRICHY – MARCH 2019**

**REPORT**

III BA English students of AIMA College visited Elumalayan Printers, Indian Express, SIT, KalkondarKottaiRoad, Trichy on 05.03.2019 since they have Journalism as a programme. Mr.A James Amaladoss, Assistant Manager (Production) Express Publication, Trichy gave a general introduction on What communication is, invention of papers and printers, production and manufacture of paper, quality and the rate of the paper. He then took the students around the press highlighting the different machines, he also emphasised on how colour printing is done in newspapers. He gave information on how the rate of the newspaper is fixed based on the advertisement and quality. The trip was extremely useful to the students as they got empirical knowledge of Journalism.



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