



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

LIST OF ADD-ON COURSES

1	MOBILE JOURNALISM(MOJO) AND STORY TELLING
2	AD FILM MAKING
3	RURAL DEVELOPMENT AND COMMUNICATION

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 04 May 2018, to envisage, formulate, and design Add-On Courses, beyond the prescribed Curriculum.

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for 2018-19 Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses based on their (subject) relevance, practicality, and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course material in consultation with all teachers of the Department.
- D. It was decided that each Department would design its format.
- E. It was decided that the Departments would be encouraged to use and utilize their resources while formulating the Add-On Courses, rather than relying on Outsourcing.
- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


24/5/18
Coordinator
IQAC
Vivekananda College
Kolkata-700 093



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref No. _____

Date 10/05/18

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2018-19.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

H. K. Das
10/05/18

Principal
Vivekananda College
Thakurpukur, Kolkata-63

Notice

Dated: 10.05.2018

As per the instruction of the Principal, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting on 12.05.2018 (Saturday) at 2:00 pm

Agenda of the meeting:

- To design two new Add-on courses
- To nominate the course Co-ordinators of the new courses
- To frame the course curriculum of the same

Abhaur 10/5/2018
Head of the Department

RESOLUTIONS OF MEETING-12/05/18

The Teachers of Journalism and Mass Communication department have been agreed to run two new Add-on courses for the session 2018 – 19, Which will be a new initiative of the department.

The resolution has been taken in the meeting on 12.05.18

1. The Add on course will be offered on **Ad Filmmaking** and **Mobile Journalism and Story Telling** to the students of Journalism and Mass Communication (honours).
2. Both courses will be of 32 hours.
3. Course Curriculum and Syllabus will be designed as per UGC guidelines
4. Prof. Aakash Shaw will be the course coordinator of Ad Filmmaking.
5. Prof. Shreyashi Dhar and Prof. Dipanjana Basu Majumder will be the joint course coordinator of Mobile Journalism and Story Telling
6. Classes of Ad Filmmaking and Mobile Journalism and Story Telling will commence from 01.09.18 and 17.11.18 respectively.
7. The classes will be held on Saturdays from 3pm-5pm by internal teaching faculties and resource persons from various media houses.
8. The course will be conducted for all the student of any stream (honours) of Vivekananda College, Thakurpukur without any registration and course fees.
9. Number of intake will be 45
10. Registration process will begin from July 16, 2018 (Monday).
Mr Rajjyeswar Saha will look after the registration process in the department.
Students will be enrolled on first come first serve basis.
11. Prof. Aakash Shaw and Prof. Sumana Saha Das proposed that there will be skill based assessment and grade will be awarded on basis of continuous class assignment and practical project submission.
12. A certificate will be awarded after completion of the course with grade duly signed by Course Coordinator and Principal of the College.

The teachers present in the meeting:-

Aakash Shaw. 12/5/18

Shreyashi Dhar 12/5/18

Dipanjana Basu Majumder 12/5/18

Raja 12/5/18

Sumana Saha Das 12/5/18

Shib Sampran Ghosh 12/5/18

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2018-19

Dated:15.05.2018

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer two new add-on Certificate courses on **Ad Film Making** & **Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the mentioned Certificate courses are requested to register following the instructions .

Name of the Courses :

- **Ad Film Making** (For 2nd & 3rd-Honours Students)
- **Mobile Journalism & Story Telling .** (For 1st & 2nd Sem Honours Students)

Number of seats : maximum 45 students per /Course

Eligibility: Honours students of Vivekananda college. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Through registration

Last date of registration: 30th July 2018

For Registration: Contact Rajjyeswar Saha on weekdays 12pm - 3pm

By Order

Principal

Vivekananda College


Department of Journalism and Mass Communication Course Curriculum for ADD-ON Course on "AD FILM MAKING"

Objective: The paper seeks to provide a platform for students to understand the production process of advertisements films, and in turn enhance their experience of using mass media production tools.

Learning Outcome: Students would be able to comprehend the advertising industry by being familiarized with the fundamentals of the art, style, intention and execution of various needs and approaches. Students would be able to equip themselves with the techniques and practices of Audio-Visual Advertisements Film

Sl. No.	Course Content	Duration
Module 1	Basics concepts of Advertising Basic concepts of Advertising; Advertising Agency Structure and functions of departments	2 Hours
Module 2	Overview of Advertisement Film Historical evolution and key milestones; Importance and impact of advertisement films	2 Hours
Module 3	Understanding the Creative Brief Meaning of Creative brief; Contemporary Ideas of creative brief and its utility; Interpreting client briefs; Identifying target audience and market preferences; Defining objectives and key messages.	3 Hours
Module 4	Pre-production : Research & Planning Concept development, research and planning, stages of pre - production Storyboarding techniques; Scriptwriting essential; Budgeting	4 Hours
Module 5	Filmmaking Equipment and Technology Overview of cameras, lighting, and sound equipment; Understanding different shooting formats and resolutions; Introduction to editing software	2 Hours

Module 6	Directing Techniques Role of a director in advertisement film making; Working with actors and models; Blocking, framing, and composition;	2 Hours
Module 7	Cinematography and Visual Storytelling Lighting techniques for advertisement films; Camera movement and angles ; Color theory and aesthetics; Creating a visually compelling narrative	3 Hours
Module 8	Sound Design and Music Importance of sound in advertisement films; Choosing and integrating music ; Sound effects and voice-overs	2 Hours
Module 9	Post-production and Editing Overview of the editing process: Editing software demonstration; Audio-Visual editing practices	3 Hours
Module 10	Case Studies and Analysis Analyzing successful advertisement films; Learning from both successful and unsuccessful campaigns and Extracting key takeaways for future projects	3 Hours
Module 11	Ethics in Advertisement Film Making Understanding ethical considerations; Balancing creativity with responsibility; Case studies on ethical dilemmas in the industry	2 Hours
Module 12	Final Project and Presentation Students work on a final advertisement film project Presentation and critique session Feedback and improvement suggestions	4 Hours
	TOTAL	32 Hours



Course Co-ordinator

ADD-On Course on Ad. Film Making

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2018-19

w.e.f: 01/09/2018

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Ad Film Making (A)	Room -A113	Room -A113
Saturday	Ad Flim Making (B)	Studio	Studio
Saturday	Mobile Journalism & Story Telling	Room - A114	Room - A114

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

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F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


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Vivekananda College
Thakurpukur, Kolkata-63

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Agenda of the meeting:

- To design two new Add-on courses
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Head of the Department

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Aakash Shaw. 12/5/18

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NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2018-19

Dated:15.05.2018

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer two new add-on Certificate courses on **Ad Film Making** & **Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the mentioned Certificate courses are requested to register following the instructions .

Name of the Courses :

- **Ad Film Making** (For 2nd & 3rd-Honours Students)
- **Mobile Journalism & Story Telling .** (For 1st & 2nd Sem Honours Students)

Number of seats : maximum 45 students per /Course

Eligibility: Honours students of Vivekananda college. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Through registration

Last date of registration: 30th July 2018

For Registration: Contact Rajjyeswar Saha on weekdays 12pm - 3pm

By Order

Principal



Vivekananda College

Department of Journalism & Mass Communication

Add-on- Course for the session 2018-19

Mobile Journalism (MoJo) and Story Telling

Mobile Journalism (MoJo) and Story Telling is an Add-on certificate course offered by Journalism and Mass Communication Department of Vivekananda College. This 32 hours course will guide the students step-by-step through the video reporting and editing methods for mobile journalism. The students will learn to use digital camera and smartphone for shooting, editing, interviewing, piece-to-camera recording, voice-over narration, writing to pictures, documentation and audio and visual story telling for development purpose. The students will receive a certificate attesting to their skills on completion of the course.

The classes have been structured as a lab course and will focus on how journalists can innovate and experiment in these arenas, which are increasingly important in the media landscape. The bulk of the assignments will consist of creating quality journalism content created specifically for well-established outlets such as Facebook, Twitter, YouTube, Telegram and Instagram. Students will learn how to use technology—such as apps, tablets, phones and laptops—to collect, edit and distribute news and information across this wide variety of established and emerging channels. The course will also teach students how to engage audiences from creating new media videos to communicating with target audience. The classes will also cover ethical considerations and future technical trends.

Objectives of the Course:

This course focuses on creating video, audio and graphic news and information for both current and emerging mobile and emerging platforms.

- a. Understanding critically the basic concepts of MoJo and Story Telling.
- b. Mapping historical significance and future of new media Journalism and story telling
- c. Analysing major issues in the field of Mobile Journalism
- d. Getting insights about impact of latest technology on audio visual journalism

Learning outcomes

At the end of this course you will be able to:

- Report in video with your smartphone
- Conduct professional video interviews
- Edit video with a smartphone

- Present stories for mobile audiences
- Produce reporter-led stories
- Edit videos for social platforms
- Write a great script and record voice-over narration
- Report character-led stories
- Produce piece-to-camera segments
- Produce a video from photos and a script
- Use the best apps for video production
- Storyboard a short video report
- Organise visual elements into a video story

The course is organized around a number of components that introduce specific information or experience:

1. Lectures: classroom presentation.
2. Demonstrations: classroom tutorials and demonstrations of technique.
3. Practical: individual creative work during class lab or on location.
4. Critique: feedback on projects through individual and class discussion.
5. Slideshow/ presentations: history, theory current issues and practices.
6. Text and readings, discussion: technique, theory, critique and context.
7. Assignments: introduce strategies for creative solutions for course projects.

Course Coordinators:

Prof. Sheyashi Dhar, Department of Journalism & Mass Communication

Prof. Dipanjana Basu Majumder, Department of Journalism & Mass Communication.

Number of seats: 40 (Forty)

Eligibility: Honours students of Vivekananda College preference will be given to Journalism & Mass Communication Honours

Course Duration: 17th November, 2018– 30th March, 2019

Timings: Every Saturday, 3.00 pm – 5 pm

Procedure for Application: Through registration

Last date for receiving applications: 14th September 2018

Announcement of shortlisted students: 29th September 2018 Course

Evaluation-:

A student will be evaluated on basis of continuous class performance and has to submit assignments and work on three final practical projects using portable devices and mobile phone on the topics given by the teachers.

1. Coverage of an incident (Approx. 3 mins duration)
2. Documentary (Approx. 5 mins duration)
3. Audio/Visual Story Telling (Approx. 5 mins duration)

Passing criteria: Students have to secure at least 40% marks each in Internal and Project based evaluation Students will be awarded a Course Completion Certificate at the end of the course indicating Grade Point Average obtained for the course.

Calculation of Grade Point Average (GPA)

Marks	Grade	Grade Points
100 to 75	O: Outstanding	05
74 to 65	A: Very Good	04
64 to 55	B: Good	03
54 to 50	C: Average	02
49 to 45	D: Satisfactory	01
44 to 40	E: Pass	00
39 to 0	F: Fail	

Vivekananda College

Department of Journalism & Mass Communication

Add-on- Course for the session 2018-19

Mobile Journalism (MoJo) and Story Telling

Course Contents

Syllabus with Lesson plan

Week 1- Development of Contemporary journalism–Mobile Journalism (MoJo)-story telling

Week 2 - Role and responsibilities of Mobile Journalists- Devices required

Week 3- Citizens Journalists - Hyper local Journalism-

Week 4- Elements of Visual news story telling - Communicating with the desk, briefing and debriefing.

Week 5- Visual Story telling through Mobile- Documentations- Stating Problem

Week 6 - News Story - Framing and Composition – Crowd sourcing- Sharing

Week 7- Live Coverage through mobile- Interview- Streaming Live Videos with mobile phones

Week 8- Caption Writing, Management of photographs and Digital archives.

Week 9 - Multi camera Handling - Shooting on and for Mobiles phones and portable cameras

Week 10- Video Editing – Video editing software - News Editing- Editing Mobile App

Week 11 – Audio story telling- Sound recording — Editing apps

Week 12- Field study of MoJo- Spot News, general news, , off-beat contents, and documentary video stories and photo essays- Uses of Apps .

Week 13- MoJo and handling New Media- Interactive journalism

Week 14- MoJo on mainstream media- Content input- News capsule

Week 15- Principles and Ethics for web journalism- Media laws and Intellectual Property Rights

Week 16- Presentation of project – Evaluation.

Shreyshi Dhar
[Signature]

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2018-19

w.e.f: 01/09/2018

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Ad Film Making (A)	Room -A113	Room -A113
Saturday	Ad Flim Making (B)	Studio	Studio
Saturday	Mobile Journalism & Story Telling	Room - A114	Room - A114

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 03 May 2019, to envisage, formulate, and design Add-On Courses, beyond the prescribed Curriculum.

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for 2019-20 Academic calendar, as per UGC guidelines.
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- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course material in consultation with all teachers of the Department.
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- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


03/5/19
Co-ordinator
IQAC
Vivekananda College
Ph. No. 700 063



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Ref. No. _____

Date 08.5.19

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2019-20.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

H. Padder
08.5.19

Principal
Vivekananda College
Thakurpukur Kol-63

Notice

Dated: 08.05.19

As per the instruction of the Principal, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting on 11.05.2019 (Saturday) from 2:00 pm

Agenda of the meeting:

- To discuss the ongoing Add-on courses
- To design a new Add-on course
- To nominate the course Co-ordinator of the new course
- To frame the course curriculum of the same

Abhaur 8/5/2019

Head of the Department

The resolution of the departmental meeting dated 11.05.2019 :-

The departmental meeting has been held on 11.05.2019 to discuss about the new Add-on certificate course of Journalism and Mass Communication department for the session 2019-20

All the teaching and non teaching members of the department have been agreed to start a new Add-on course in this session 2019-20

The decision taken unanimously by the faculty members are,

1. The Add-on course will be offered on **Rural Development and Communication** to the students of Journalism and Mass Communication
2. Prof. Shreyashi Dhar and Prof. Sumana Saha Das will be the joint coordinator of the course.
3. A proposal will be submitted to the principal and IQAC for approval.
4. Course curriculum as well as syllabus will be designed by the coordinator
5. The course will be of 32hours and classes will commence on 03.08.2019. Classes will be conducted every Saturday (except holidays) from 03.08.19 to 11.01.20 by the departmental faculties and resource persons.
6. Number of intake will not more than 45 and registration will start from 01.07.2019. Mr. Rajjyeswar Saha will be the in-charge of the registration process.
7. Certificate will be given after completion of the course with grade duly signed by course coordinators.

The teacher's present in the meeting:-

Aakash Jha 11/5/2019. Supriyana Basu Majumder 11/05/2019
Shreyashi Dhar 11/5/2019 Sumana Saha Das 11/5/2019
Sudib Samanta Das 11/5/19

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2019-20

Dated: 11.05.2019

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer a new Add-on certificate course on **Rural Development and Communication** in the session 2019-20 along with other two courses on **Ad Film Making** & **Mobile Journalism & Story Telling** introduced on last session. The interested students are requested to register as early as possible for the above mentioned Certificate course.

Name of the Courses :

- **Rural Development and Communication** : (For 3rd Year Honours Students)
- **Ad Film Making** (For 3rd & 4th Sem Honours Students)
- **Mobile Journalism & Story Telling** . (For 1st & 2nd Sem Honours Students)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda college. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Through registration

Last date of registration: 27th July 2019

For Registration: Contact Rajjyeswar Saha on weekdays 12pm - 3pm

By Order

Principal

Vivekananda College


Department of Journalism and Mass Communication Course Curriculum for ADD-ON Course on "AD FILM MAKING"

Objective: The paper seeks to provide a platform for students to understand the production process of advertisements films, and in turn enhance their experience of using mass media production tools.

Learning Outcome: Students would be able to comprehend the advertising industry by being familiarized with the fundamentals of the art, style, intention and execution of various needs and approaches. Students would be able to equip themselves with the techniques and practices of Audio-Visual Advertisements Film

Sl. No.	Course Content	Duration
Module 1	Basics concepts of Advertising Basic concepts of Advertising; Advertising Agency Structure and functions of departments	2 Hours
Module 2	Overview of Advertisement Film Historical evolution and key milestones; Importance and impact of advertisement films	2 Hours
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Module 11	Ethics in Advertisement Film Making Understanding ethical considerations; Balancing creativity with responsibility; Case studies on ethical dilemmas in the industry	2 Hours
Module 12	Final Project and Presentation Students work on a final advertisement film project Presentation and critique session Feedback and improvement suggestions	4 Hours
	TOTAL	32 Hours



Course Co-ordinator

ADD-On Course on Ad. Film Making

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2019-20

w.e.f: 03/08/2019

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Studio	Room - A113
Saturday	Mobile Journalism & Story Telling	Room - A113	Studio

Classes will be taken by:

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6. Number of intake will not more than 45 and registration will start from 01.07.2019. Mr. Rajjyeswar Saha will be the in-charge of the registration process.
7. Certificate will be given after completion of the course with grade duly signed by course coordinators.

The teacher's present in the meeting:-

Aakash Jha 11/5/2019. Supriyana Basu Majumder 11/05/2019
Shreyashi Dhar 11/5/2019 Sumana Saha Das 11/5/2019
Sudib Samanta Das 11/5/19

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2019-20

Dated: 11.05.2019

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer a new Add-on certificate course on **Rural Development and Communication** in the session 2019-20 along with other two courses on **Ad Film Making & Mobile Journalism & Story Telling** introduced on last session. The interested students are requested to register as early as possible for the above mentioned Certificate course.

Name of the Courses :

- **Rural Development and Communication :** (For 3rd Year Honours Students)
- **Ad Film Making** (For 3rd & 4th Sem Honours Students)
- **Mobile Journalism & Story Telling .** (For 1st & 2nd Sem Honours Students)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda college. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Through registration

Last date of registration: 27th July 2019

For Registration: Contact Rajjyeswar Saha on weekdays 12pm - 3pm

By Order

Principal

Vivekananda College
Department of Journalism & Mass Communication

Add-on- Course for the session 2019-20

Mobile Journalism (MoJo) and Story Telling

Mobile Journalism (MoJo) and Story Telling is an Add-on certificate course offered by Journalism and Mass Communication Department of Vivekananda College. This 32 hours course will guide the students step-by-step through the video reporting and editing methods for mobile journalism. The students will learn to use digital camera and smartphone for shooting, editing, interviewing, piece-to-camera recording, voice-over narration, writing to pictures, documentation and audio and visual story telling for development purpose. The students will receive a certificate attesting to their skills on completion of the course.

The classes have been structured as a lab course and will focus on how journalists can innovate and experiment in these arenas, which are increasingly important in the media landscape. The bulk of the assignments will consist of creating quality journalism content created specifically for well-established outlets such as Facebook, Twitter, YouTube, Telegram and Instagram. Students will learn how to use technology—such as apps, tablets, phones and laptops—to collect, edit and distribute news and information across this wide variety of established and emerging channels. The course will also teach students how to engage audiences from creating new media videos to communicating with target audience. The classes will also cover ethical considerations and future technical trends.

Objectives of the Course:

This course focuses on creating video, audio and graphic news and information for both current and emerging mobile and emerging platforms.

- a. Understanding critically the basic concepts of MoJo and Story Telling.
- b. Mapping historical significance and future of new media Journalism and story telling
- c. Analysing major issues in the field of Mobile Journalism
- d. Getting insights about impact of latest technology on audio visual journalism

Learning outcomes

At the end of this course you will be able to:

- Report in video with your smartphone
- Conduct professional video interviews
- Edit video with a smartphone
- Present stories for mobile audiences
- Produce reporter-led stories
- Edit videos for social platforms
- Write a great script and record voice-over narration

- Report character-led stories
- Produce piece-to-camera segments
- Produce a video from photos and a script
- Use the best apps for video production
- Storyboard a short video report
- Organise visual elements into a video story

The course is organized around a number of components that introduce specific information or experience:

1. Lectures: classroom presentation.
2. Demonstrations: classroom tutorials and demonstrations of technique.
3. Practical: individual creative work during class lab or on location.
4. Critique: feedback on projects through individual and class discussion.
5. Slideshow/ presentations: history, theory current issues and practices.
6. Text and readings, discussion: technique, theory, critique and context.
7. Assignments: introduce strategies for creative solutions for course projects.

Course Coordinators:

Prof. Sheyashi Dhar, Department of Journalism & Mass Communication

Prof. Dipanjana Basu Majumder, Department of Journalism & Mass Communication.

Number of seats: 40 (Forty)

Eligibility: Honours students of Vivekananda College preference will be given to Journalism & Mass Communication Honours

Timings: Every Saturday, 3.00 pm – 5 pm

Procedure for Application: Through registration

Vivekananda College
Department of Journalism & Mass Communication
Add-on- Course for the session 19-20
Mobile Journalism (MoJo) and Story Telling
Syllabus with Lesson plan

Course Contents

- Week 1- Development of Contemporary journalism–Mobile Journalism (MoJo)-story telling
- Week 2 - Role and responsibilities of Mobile Journalists- Devices required
- Week 3- Citizens Journalists - Hyper local Journalism-
- Week 4- Elements of Visual news story telling - Communicating with the desk, briefing and debriefing.
- Week 5- Visual Story telling through Mobile- Documentations- Stating Problem
- Week 6 - News Story - Framing and Composition – Crowd sourcing- Sharing
- Week 7- Live Coverage through mobile- Interview- Streaming Live Videos with mobile phones
- Week 8- Caption Writing, Management of photographs and Digital archives.
- Week 9 - Multi camera Handling - Shooting on and for Mobiles phones and portable cameras
- Week 10- Video Editing – Video editing software - News Editing- Editing Mobile App
- Week 11 – Audio story telling- Sound recording – Editing apps
- Week 12- Field study of MoJo- Spot News, general news, , off-beat contents, and documentary video stories and photo essays- Uses of Apps .
- Week 13- MoJo and handling New Media- Interactive journalism
- Week 14- MoJo on mainstream media- Content input- News capsule
- Week 15- Principles and Ethics for web journalism- Media laws and Intellectual Property Rights
- Week 16- Presentation of project – Evaluation.

Evaluation-:

A student will be evaluated on basis of continuous class performance and has to submit assignments and work on three final practical projects using portable devices and mobile phone on the topics given by the teachers.

1. Coverage of an incident (Approx. 3 mins duration)
2. Documentary (Approx. 5 mins duration)
3. Audio/Visual Story Telling (Approx. 5 mins duration)

Passing criteria: Students have to secure at least 40% marks each in Internal and Project based evaluation Students will be awarded a Course Completion Certificate at the end of the course indicating Grade Point Average obtained for the course.

Calculation of Grade Point Average (GPA)

Marks	Grade	Grade Points
100 to 75	O: Outstanding	05
74 to 65	A: Very Good	04
64 to 55	B: Good	03
54 to 50	C: Average	02
49 to 45	D: Satisfactory	01
44 to 40	E: Pass	00
39 to 0	F: Fail	

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2019-20

w.e.f: 03/08/2019

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Studio	Room - A113
Saturday	Mobile Journalism & Story Telling	Room - A113	Studio

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 03 May 2019, to envisage, formulate, and design Add-On Courses, beyond the prescribed Curriculum.

A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for 2019-20 Academic calendar, as per UGC guidelines.

B. It was decided that the Departments would be free to choose the Courses based on their (subject) relevance, practicality, and feasibility.

C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course material in consultation with all teachers of the Department.

D. It was decided that each Department would design its format.

E. It was decided that the Departments would be encouraged to use and utilize their resources while formulating the Add-On Courses, rather than relying on Outsourcing.

F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


03/5/19
Co-ordinator
IQAC
Vivekananda College
Ph. No. 700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No. _____

Date 08.5.19

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2019-20.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

H. Padder
08.5.19

Principal
Vivekananda College
Thakurpukur Kol-63

Notice

Dated: 08.05.19

As per the instruction of the Principal, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting on 11.05.2019 (Saturday) from 2:00 pm

Agenda of the meeting:

- To discuss the ongoing Add-on courses
- To design a new Add-on course
- To nominate the course Co-ordinator of the new course
- To frame the course curriculum of the same

Abhaur 8/5/2019

Head of the Department

The resolution of the departmental meeting dated 11.05.2019 :-

The departmental meeting has been held on 11.05.2019 to discuss about the new Add-on certificate course of Journalism and Mass Communication department for the session 2019-20

All the teaching and non teaching members of the department have been agreed to start a new Add-on course in this session 2019-20

The decision taken unanimously by the faculty members are,

1. The Add-on course will be offered on **Rural Development and Communication** to the students of Journalism and Mass Communication
2. Prof. Shreyashi Dhar and Prof. Sumana Saha Das will be the joint coordinator of the course.
3. A proposal will be submitted to the principal and IQAC for approval.
4. Course curriculum as well as syllabus will be designed by the coordinator
5. The course will be of 32hours and classes will commence on 03.08.2019. Classes will be conducted every Saturday (except holidays) from 03.08.19 to 11.01.20 by the departmental faculties and resource persons.
6. Number of intake will not more than 45 and registration will start from 01.07.2019. Mr. Rajjyeswar Saha will be the in-charge of the registration process.
7. Certificate will be given after completion of the course with grade duly signed by course coordinators.

The teacher's present in the meeting:-

Aakash Jha 11/5/2019. Supriyana Basu Majumder 11/05/2019
Shreyashi Dhar 11/5/2019 Sumana Saha Das 11/5/2019
Sudib Samanta Datta 11/5/19

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2019-20

Dated: 11.05.2019

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer a new Add-on certificate course on **Rural Development and Communication** in the session 2019-20 along with other two courses on **Ad Film Making & Mobile Journalism & Story Telling** introduced on last session. The interested students are requested to register as early as possible for the above mentioned Certificate course.

Name of the Courses :

- **Rural Development and Communication :** (For 3rd Year Honours Students)
- **Ad Film Making** (For 3rd & 4th Sem Honours Students)
- **Mobile Journalism & Story Telling .** (For 1st & 2nd Sem Honours Students)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda college. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Through registration

Last date of registration: 27th July 2019

For Registration: Contact Rajjyeswar Saha on weekdays 12pm - 3pm

By Order

Principal

Vivekananda College

Department of Journalism & Mass Communication

Add-on Course on Rural Development and Communication

Rural Development and Communication is an Add-on certificate course offered by Journalism and Mass Communication department of Vivekananda College, Thakurpukur. This course will introduce a new dimension to look into the rural life and different developmental projects of Government and non-government organisations. Students will learn how the different tools of communication work for rural reporting, mostly in hyper local base reporting. They will know beside urban dailies how the rural local newspapers are surviving. The style of reporting and editing both in the print and electronic will be discussed. The students will receive a certificate on assessment of their skills after completion of the course.

The classes have been structure as a project-based course and focus on district correspondence experience, way of report writing and covering rural incidence. This course will encourage the young minds to concentrate on developing and under developed areas of their nearby rural region. It will also extent a new path of career in the field of journalism.

Course Outcomes:

- Students will be able to analyse and understand the concept and importance of Development.
- Students will be able to analyse the issues in development and understand the dimensions of development and communication for social change.
- Students will be able to facilitate understanding of the government system and programme for awareness and empowerment of people.
- Students will be able to make stakeholders understand the perspectives on rural and development issues and programs.
- Students will acquire knowledge, skill and attitude to work with the communities and NGOs as trained communicator.

Pedagogy

- The teaching of the course includes; lecturers, seminars, presentation of papers and field study/project work.
- Few problems of rural area are chosen for group discussions.
- Module wise continuous assessment

Unit -1	Concept of Rural Development and rural communication	2 hrs
Unit -2	Issue in development – Social, economic, gender, livelihood, problems of displacement Goals	2 hrs
Unit -3	Modernization, empowerment, participation, sustainable development etc.	2 hrs

Unit -4	Rural development projects of India –Pre and post liberalisation era	2 hrs
Unit -5	Nature and concept of Communication in Rural Development- Channels of Rural Development support Communication, Print Media and Rural Development	2 hrs
Unit -6	Coverage of Rural Issues and Development Projects in India, Radio & TV and Rural Development – Community Radio	4 hrs
Unit -7	Understanding the folk culture and media for rural development	2 hrs
Unit -8	Traditional and folk forms, barriers and accelerators to change.	2 hrs
Unit -10	Use of ICTs and emerging technologies in development	2 hrs
Unit -11	Digital divide, Development – support – communication.	2 hrs
Unit -12	Efforts by government and non-government organizations (NGOs)	2 hrs
Unit -13	Case studies in development communication- urban and rural perspectives- Education, Health, Irrigation , Women Empowerment, Disaster management, Girl Child and Weaker Section- case studies in extension.	4 hrs
Unit-14	Methods of extension – Krishi Vignan Kendra ,Exhibitions, visual aids, training and visit systems,	2 hrs
	Evaluation through presentation on developmental issues	2 hrs

Shreyoshi Dhar

Joint Course Coordinator

Add-on Course

Rural development and Communication

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2019-20

w.e.f: 03/08/2019

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Studio	Room - A113
Saturday	Mobile Journalism & Story Telling	Room - A113	Studio

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 14/Sept/2021, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for the session 2021-22, Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, in consultation with all teachers of the Department.
- D. It was decided that each Department would design its own format; and could follow a blended mode of Instruction.
- E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.
- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.

Ansh
14/09/21

Coordinator
IQAC
Vivekananda College
Kolkata-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No. _____

Date 21/9/21

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2021- 22.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

Handwritten signature
21/9/21

Principal
Vivekananda College
Thakurpukur, Kol-63



Notice

Dated: 22.09.2021

As per the notice of the Principal, dated 21.09.2021, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting for discussion regarding the Add-on courses of the session 2021-22 on 25.09.2021 (Saturday) at 2:00 pm


22/9/21
Head of the Department

Department of Journalism and Mass Communication

The resolution of the departmental meeting dated 25.09.2021:-

The agenda of the meeting was to discuss about the Add-on Course conducted by the department of Journalism and Mass Communication for the session of 2021-22

The decisions taken by the faculty members of the department:

- The Add-on Certificate courses will be offered to the honours students of Journalism and Mass Communication as well as other departments of Vivekananda College, Thakurpukur
- Classes will be commence on 13th November 2021 for Rural Development and Communication; 27th November 2021 for Ad Film Making and 8th January 2022 for Mobile Journalism and Storytelling respectively.
- Coordinators will be the same as previous.
- Course Curriculum and Syllabus will be remain same
- The teachers have considered change of evaluation system.
- Notice will be served to the students.
- Registration will be taken care of by Rajjeyeswar Saha.

The teachers present in the meeting

Abhaur 25/9/2021

Shreyshi Dhr 25/9/21

Sumana Sahad Das 25/9/21

AKM 25/09/2021

Shrib Samkar Datta 25/9/21

R. Saha
25/9/21

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2021-22

Dated:22.09.2021

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer Certificate courses **Rural Development & Communication, Ad Film Making & Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the online Certificate courses are requested to register following instruction as follows

Name of the Courses

- **Rural Development & Communication**, (For 4th & 5th Sem Hons)
- **Ad Film Making** (For 3rd & 4th Sem Hons)
- **Mobile Journalism & Story Telling** **Mobile Journalism & Story Telling-** (For 1st sem Honours)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda College. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Contact Rajjyeswar Saha on weekdays 12-3pm at Department of Journalism & Mass Communication.

Last date of registration: 31st October, 2021

By Order

Principal

Vivekananda College


Department of Journalism and Mass Communication Course Curriculum for ADD-ON Course on "AD FILM MAKING"

Objective: The paper seeks to provide a platform for students to understand the production process of advertisements films, and in turn enhance their experience of using mass media production tools.

Learning Outcome: Students would be able to comprehend the advertising industry by being familiarized with the fundamentals of the art, style, intention and execution of various needs and approaches. Students would be able to equip themselves with the techniques and practices of Audio-Visual Advertisements Film

Sl. No.	Course Content	Duration
Module 1	Basics concepts of Advertising Basic concepts of Advertising; Advertising Agency Structure and functions of departments	2 Hours
Module 2	Overview of Advertisement Film Historical evolution and key milestones; Importance and impact of advertisement films	2 Hours
Module 3	Understanding the Creative Brief Meaning of Creative brief; Contemporary Ideas of creative brief and its utility; Interpreting client briefs; Identifying target audience and market preferences; Defining objectives and key messages.	3 Hours
Module 4	Pre-production : Research & Planning Concept development, research and planning, stages of pre - production Storyboarding techniques; Scriptwriting essential; Budgeting	4 Hours
Module 5	Filmmaking Equipment and Technology Overview of cameras, lighting, and sound equipment; Understanding different shooting formats and resolutions; Introduction to editing software	2 Hours

Module 6	Directing Techniques Role of a director in advertisement film making; Working with actors and models; Blocking, framing, and composition;	2 Hours
Module 7	Cinematography and Visual Storytelling Lighting techniques for advertisement films; Camera movement and angles ; Color theory and aesthetics; Creating a visually compelling narrative	3 Hours
Module 8	Sound Design and Music Importance of sound in advertisement films; Choosing and integrating music ; Sound effects and voice-overs	2 Hours
Module 9	Post-production and Editing Overview of the editing process: Editing software demonstration; Audio-Visual editing practices	3 Hours
Module 10	Case Studies and Analysis Analyzing successful advertisement films; Learning from both successful and unsuccessful campaigns and Extracting key takeaways for future projects	3 Hours
Module 11	Ethics in Advertisement Film Making Understanding ethical considerations; Balancing creativity with responsibility; Case studies on ethical dilemmas in the industry	2 Hours
Module 12	Final Project and Presentation Students work on a final advertisement film project Presentation and critique session Feedback and improvement suggestions	4 Hours
	TOTAL	32 Hours



Course Co-ordinator

ADD-On Course on Ad. Film Making

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2021-22

w.e.f: 13/11/2021

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Studio	Room - A113
Saturday	Mobile Journalism & Story Telling	Room - A113	Studio

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 14/Sept/2021, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for the session 2021-22, Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, in consultation with all teachers of the Department.
- D. It was decided that each Department would design its own format; and could follow a blended mode of Instruction.
- E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.
- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.

Ansh
14/09/21

Coordinator
IQAC
Vivekananda College
Kolkata-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No. _____

Date 21/9/21

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2021- 22.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

Handwritten signature
21/9/21

Principal
Vivekananda College
Thakurpukur, Kol-63



Notice

Dated: 22.09.2021

As per the notice of the Principal, dated 21.09.2021, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting for discussion regarding the Add-on courses of the session 2021-22 on 25.09.2021 (Saturday) at 2:00 pm


22/9/21
Head of the Department

Department of Journalism and Mass Communication

The resolution of the departmental meeting dated 25.09.2021:-

The agenda of the meeting was to discuss about the Add-on Course conducted by the department of Journalism and Mass Communication for the session of 2021-22

The decisions taken by the faculty members of the department:

- The Add-on Certificate courses will be offered to the honours students of Journalism and Mass Communication as well as other departments of Vivekananda College, Thakurpukur
- Classes will be commence on 13th November 2021 for Rural Development and Communication; 27th November 2021 for Ad Film Making and 8th January 2022 for Mobile Journalism and Storytelling respectively.
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The teachers present in the meeting

Abhaur 25/9/2021

Shreyshi Dhr 25/9/21

Sumana Sahad Das 25/9/21

AKM 25/09/2021

Shib Samra Khatu 25/9/21

R. Saha
25/9/21

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2021-22

Dated:22.09.2021

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer Certificate courses **Rural Development & Communication, Ad Film Making & Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the online Certificate courses are requested to register following instruction as follows

Name of the Courses

- **Rural Development & Communication**, (For 4th & 5th Sem Hons)
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- **Mobile Journalism & Story Telling** **Mobile Journalism & Story Telling-** (For 1st sem Honours)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda College. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Contact Rajjyeswar Saha on weekdays 12-3pm at Department of Journalism & Mass Communication.

Last date of registration: 31st October, 2021

By Order

Principal

Vivekananda College

Department of Journalism & Mass Communication

Add-on Course on Rural Development and Communication

Rural Development and Communication is an Add-on certificate course offered by Journalism and Mass Communication department of Vivekananda College, Thakurpukur. This course will introduce a new dimension to look into the rural life and different developmental projects of Government and non-government organisations. Students will learn how the different tools of communication work for rural reporting, mostly in hyper local base reporting. They will know beside urban dailies how the rural local newspapers are surviving. The style of reporting and editing both in the print and electronic will be discussed. The students will receive a certificate on assessment of their skills after completion of the course.

The classes have been structure as a project-based course and focus on district correspondence experience, way of report writing and covering rural incidence. This course will encourage the young minds to concentrate on developing and under developed areas of their nearby rural region. It will also extent a new path of career in the field of journalism.

Course Outcomes:

- Students will be able to analyse and understand the concept and importance of Development.
- Students will be able to analyse the issues in development and understand the dimensions of development and communication for social change.
- Students will be able to facilitate understanding of the government system and programme for awareness and empowerment of people.
- Students will be able to make stakeholders understand the perspectives on rural and development issues and programs.
- Students will acquire knowledge, skill and attitude to work with the communities and NGOs as trained communicator.

Pedagogy

- The teaching of the course includes; lecturers, seminars, presentation of papers and field study/project work.
- Few problems of rural area are chosen for group discussions.
- Module wise continuous assessment

Unit -1	Concept of Rural Development and rural communication	2 hrs
Unit -2	Issue in development – Social, economic, gender, livelihood, problems of displacement Goals	2 hrs
Unit -3	Modernization, empowerment, participation, sustainable development etc.	2 hrs

Unit -4	Rural development projects of India –Pre and post liberalisation era	2 hrs
Unit -5	Nature and concept of Communication in Rural Development- Channels of Rural Development support Communication, Print Media and Rural Development	2 hrs
Unit -6	Coverage of Rural Issues and Development Projects in India, Radio & TV and Rural Development – Community Radio	4 hrs
Unit -7	Understanding the folk culture and media for rural development	2 hrs
Unit -8	Traditional and folk forms, barriers and accelerators to change.	2 hrs
Unit -10	Use of ICTs and emerging technologies in development	2 hrs
Unit -11	Digital divide, Development – support – communication.	2 hrs
Unit -12	Efforts by government and non-government organizations (NGOs)	2 hrs
Unit -13	Case studies in development communication- urban and rural perspectives- Education, Health, Irrigation , Women Empowerment, Disaster management, Girl Child and Weaker Section- case studies in extension.	4 hrs
Unit-14	Methods of extension – Krishi Vignan Kendra ,Exhibitions, visual aids, training and visit systems,	2 hrs
	Evaluation through presentation on developmental issues	2 hrs

Shreyoshi Dhar

Joint Course Coordinator

Add-on Course

Rural development and Communication

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2021-22

w.e.f: 13/11/2021

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Studio	Room - A113
Saturday	Mobile Journalism & Story Telling	Room - A113	Studio

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 14/Sept/2021, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for the session 2021-22, Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, in consultation with all teachers of the Department.
- D. It was decided that each Department would design its own format; and could follow a blended mode of Instruction.
- E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.
- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.

Ansh
14/09/21

Coordinator
IQAC
Vivekananda College
Kolkata-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No. _____

Date 21/9/21

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2021- 22.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

Handwritten signature
21/9/21

Principal
Vivekananda College
Thakurpukur, Kol-63



Notice

Dated: 22.09.2021

As per the notice of the Principal, dated 21.09.2021, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting for discussion regarding the Add-on courses of the session 2021-22 on 25.09.2021 (Saturday) at 2:00 pm


22/9/21
Head of the Department

Department of Journalism and Mass Communication

The resolution of the departmental meeting dated 25.09.2021:-

The agenda of the meeting was to discuss about the Add-on Course conducted by the department of Journalism and Mass Communication for the session of 2021-22

The decisions taken by the faculty members of the department:

- The Add-on Certificate courses will be offered to the honours students of Journalism and Mass Communication as well as other departments of Vivekananda College, Thakurpukur
- Classes will be commence on 13th November 2021 for Rural Development and Communication; 27th November 2021 for Ad Film Making and 8th January 2022 for Mobile Journalism and Storytelling respectively.
- Coordinators will be the same as previous.
- Course Curriculum and Syllabus will be remain same
- The teachers have considered change of evaluation system.
- Notice will be served to the students.
- Registration will be taken care of by Rajjeyeswar Saha.

The teachers present in the meeting

Abhaur 25/9/2021

Shreyshi Dhr 25/9/21

Sumana Sahad Das 25/9/21

AKM 25/09/2021

Shrib Samra Khatu 25/9/21

R. Saha
25/9/21

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2021-22

Dated:22.09.2021

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer Certificate courses **Rural Development & Communication, Ad Film Making & Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the online Certificate courses are requested to register following instruction as follows

Name of the Courses

- **Rural Development & Communication**, (For 4th & 5th Sem Hons)
- **Ad Film Making** (For 3rd & 4th Sem Hons)
- **Mobile Journalism & Story Telling** **Mobile Journalism & Story Telling-** (For 1st sem Honours)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda College. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Contact Rajjyeswar Saha on weekdays 12-3pm at Department of Journalism & Mass Communication.

Last date of registration: 31st October, 2021

By Order

Principal

Vivekananda College
Department of Journalism & Mass Communication

Add-on- Course for the session 2021-22

Mobile Journalism (MoJo) and Story Telling

Mobile Journalism (MoJo) and Story Telling is an Add-on certificate course offered by Journalism and Mass Communication Department of Vivekananda College. This 32 hours course will guide the students step-by-step through the video reporting and editing methods for mobile journalism. The students will learn to use digital camera and smartphone for shooting, editing, interviewing, piece-to-camera recording, voice-over narration, writing to pictures, documentation and audio and visual story telling for development purpose. The students will receive a certificate attesting to their skills on completion of the course.

The classes have been structured as a lab course and will focus on how journalists can innovate and experiment in these arenas, which are increasingly important in the media landscape. The bulk of the assignments will consist of creating quality journalism content created specifically for well-established outlets such as Facebook, Twitter, YouTube, Telegram and Instagram. Students will learn how to use technology—such as apps, tablets, phones and laptops—to collect, edit and distribute news and information across this wide variety of established and emerging channels. The course will also teach students how to engage audiences from creating new media videos to communicating with target audience. The classes will also cover ethical considerations and future technical trends.

Objectives of the Course:

This course focuses on creating video, audio and graphic news and information for both current and emerging mobile and emerging platforms.

- a. Understanding critically the basic concepts of MoJo and Story Telling.
- b. Mapping historical significance and future of new media Journalism and story telling
- c. Analysing major issues in the field of Mobile Journalism
- d. Getting insights about impact of latest technology on audio visual journalism

Learning outcomes

At the end of this course you will be able to:

- Report in video with your smartphone
- Conduct professional video interviews
- Edit video with a smartphone

- Present stories for mobile audiences
- Produce reporter-led stories
- Edit videos for social platforms
- Write a great script and record voice-over narration
- Report character-led stories
- Produce piece-to-camera segments
- Produce a video from photos and a script
- Use the best apps for video production
- Storyboard a short video report
- Organise visual elements into a video story

The course is organized around a number of components that introduce specific information or experience:

1. Lectures: classroom presentation.
2. Demonstrations: classroom tutorials and demonstrations of technique.
3. Practical: individual creative work during class lab or on location.
4. Critique: feedback on projects through individual and class discussion.
5. Slideshow/ presentations: history, theory current issues and practices.
6. Text and readings, discussion: technique, theory, critique and context.
7. Assignments: introduce strategies for creative solutions for course projects.

Course Coordinators:

Prof. Sheyashi Dhar, Department of Journalism & Mass Communication

Prof. Dipanjana Basu Majumder, Department of Journalism & Mass Communication.

Number of seats: 40 (Forty)

Eligibility: Honours students of Vivekananda College preference will be given to Journalism & Mass Communication Honours

Timings: Every Saturday, 3.00 pm – 5 pm

Procedure for Application: Through registration

Vivekananda College
Department of Journalism & Mass Communication
Add-on- Course for the session 2021-22
Mobile Journalism (MoJo) and Story Telling
Syllabus with Lesson plan

Course Contents

- Week 1- Development of Contemporary journalism–Mobile Journalism (MoJo)-story telling
- Week 2 - Role and responsibilities of Mobile Journalists- Devices required
- Week 3- Citizens Journalists - Hyper local Journalism-
- Week 4- Elements of Visual news story telling - Communicating with the desk, briefing and debriefing.
- Week 5- Visual Story telling through Mobile- Documentations- Stating Problem
- Week 6 - News Story - Framing and Composition – Crowd sourcing- Sharing
- Week 7- Live Coverage through mobile- Interview- Streaming Live Videos with mobile phones
- Week 8- Caption Writing, Management of photographs and Digital archives.
- Week 9 - Multi camera Handling - Shooting on and for Mobiles phones and portable cameras
- Week 10- Video Editing – Video editing software - News Editing- Editing Mobile App
- Week 11 – Audio story telling- Sound recording – Editing apps
- Week 12- Field study of MoJo- Spot News, general news, , off-beat contents, and documentary video stories and photo essays- Uses of Apps .
- Week 13- MoJo and handling New Media- Interactive journalism
- Week 14- MoJo on mainstream media- Content input- News capsule
- Week 15- Principles and Ethics for web journalism- Media laws and Intellectual Property Rights
- Week 16- Presentation of project – Evaluation.

Evaluation-:

A student will be evaluated on basis of continuous class performance and has to submit assignments and work on three final practical projects using portable devices and mobile phone on the topics given by the teachers.

1. Coverage of an incident (Approx. 3 mins duration)
2. Documentary (Approx. 5 mins duration)
3. Audio/Visual Story Telling (Approx. 5 mins duration)

Passing criteria: Students have to secure at least 40% marks each in Internal and Project based evaluation Students will be awarded a Course Completion Certificate at the end of the course indicating Grade Point Average obtained for the course.

Calculation of Grade Point Average (GPA)

Marks	Grade	Grade Points
100 to 75	O: Outstanding	05
74 to 65	A: Very Good	04
64 to 55	B: Good	03
54 to 50	C: Average	02
49 to 45	D: Satisfactory	01
44 to 40	E: Pass	00
39 to 0	F: Fail	

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2021-22

w.e.f: 13/11/2021

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
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Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

Aakash Shaw.

HOD

Department of Journalism & Mass Communication

IQAC recommendation

IC, Vivekananda College, Thakurpukur, met on 18/June/2022, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum. The IQAC also decided to organise a program on staff training:

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses 2022-23, Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, consultation with all teachers of the Department.
- D. It was decided that each Department would design their own format; and could follow a blended mode of instruction.
- E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.
- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.
- G. The IQAC would also organise a Staff Training programme - 'Effective Working Style' Conducted by IPE Of Professional Excellence On 25 June 2022 .



Co-ordinator
I Q A C
Vivekananda College
Kolkata-700 063



(033) 2497 6824
(033) 2497 6834

VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No.....

Date.....

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2022-23.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.


Principal

Vivekananda College
Thakurpukur, Koi-53

Notice

Dated: 10.08.2022.

As per the instruction of the Principal, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting on 17.08.2022 (Wednesday) from 2:45 pm to discuss about the Add-on courses of session 2022-23.



Handwritten signature and date 10/8/22.

Coordinator

Department of Journalism & Mass Communication

The resolution of the departmental meeting dated on 17.08.2022

The departmental meeting has been held on 17.08.2022 to discuss the Add-on certificate course of Journalism and Mass Communication department for the session 2022-23.

All the teaching and non-teaching members of the department have agreed to continue all the Add-on course in this session 2022-23 as per the previous sessions.

The decision taken unanimously by the faculty members are,

1. All the faculty members will continue their previous assignments of add-on course offered by the department.
2. Student Intake will be same as previous years.
3. Course Curriculum and Syllabus will be designed as per UGC guidelines
4. The teachers and resource person will be associated with evaluation process of the courses.
5. Notice will be served to all the students of the college for intimation and registration.
6. Registration will be taken care of by Mr. Rajjeyswar Saha.
7. Courses will start on the following dates:
 - Rural Development and Communication- 26/11/2022
 - Ad Film making- 3/12/2022
 - Mobile Journalism & Story Telling – 17/12/2022

The teacher's present in the meeting:-

Abrar 17/8/22 Shreyshi Dher 17/8/22
Sapanjana Basu Mojumdales 17/08/2022 Sumana Saha Das 17/8/22
Saha 17/08/2022

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2022-23

Dated: 17.08.2022

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer Certificate courses **Rural Development & Communication, Ad Film Making & Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the Certificate courses are requested to register following instruction as follows

Name of the Courses

- **Rural Development & Communication**, (For 4th & 5th Sem Hons)
- **Ad Film Making** (For 3rd & 4th Sem Hons)
- **Mobile Journalism & Story Telling** **Mobile Journalism & Story Telling**- (For 1st sem Honours)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda College. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Contact Rajjyeswar Saha on weekdays 12-3pm at Department of Journalism & Mass Communication.

Last date of registration: November 2, 2022

By Order

Principal

Vivekananda College

Department of Journalism and Mass Communication Course Curriculum for ADD-ON Course on "AD FILM MAKING"

Objective: The paper seeks to provide a platform for students to understand the production process of advertisements films, and in turn enhance their experience of using mass media production tools.

Learning Outcome: Students would be able to comprehend the advertising industry by being familiarized with the fundamentals of the art, style, intention and execution of various needs and approaches. Students would be able to equip themselves with the techniques and practices of Audio-Visual Advertisements Film

Sl. No.	Course Content	Duration
Module 1	Basics concepts of Advertising Basic concepts of Advertising; Advertising Agency Structure and functions of departments	2 Hours
Module 2	Overview of Advertisement Film Historical evolution and key milestones; Importance and impact of advertisement films	2 Hours
Module 3	Understanding the Creative Brief Meaning of Creative brief; Contemporary Ideas of creative brief and its utility; Interpreting client briefs; Identifying target audience and market preferences; Defining objectives and key messages.	3 Hours
Module 4	Pre-production : Research & Planning Concept development, research and planning, stages of pre - production Storyboarding techniques; Scriptwriting essential; Budgeting	4 Hours
Module 5	Filmmaking Equipment and Technology Overview of cameras, lighting, and sound equipment; Understanding different shooting formats and resolutions; Introduction to editing software	2 Hours

Module 6	Directing Techniques Role of a director in advertisement film making; Working with actors and models; Blocking, framing, and composition;	2 Hours
Module 7	Cinematography and Visual Storytelling Lighting techniques for advertisement films; Camera movement and angles ; Color theory and aesthetics; Creating a visually compelling narrative	3 Hours
Module 8	Sound Design and Music Importance of sound in advertisement films; Choosing and integrating music ; Sound effects and voice-overs	2 Hours
Module 9	Post-production and Editing Overview of the editing process: Editing software demonstration; Audio-Visual editing practices	3 Hours
Module 10	Case Studies and Analysis Analyzing successful advertisement films; Learning from both successful and unsuccessful campaigns and Extracting key takeaways for future projects	3 Hours
Module 11	Ethics in Advertisement Film Making Understanding ethical considerations; Balancing creativity with responsibility; Case studies on ethical dilemmas in the industry	2 Hours
Module 12	Final Project and Presentation Students work on a final advertisement film project Presentation and critique session Feedback and improvement suggestions	4 Hours
	TOTAL	32 Hours



Course Co-ordinator

ADD-On Course on Ad. Film Making

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2022-23

w.e.f: 26/11/2022

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Room - A113	Studio
Saturday	Mobile Journalism & Story Telling	Studio	Room - A113

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

By Order

Principal

IQAC recommendation

IC, Vivekananda College, Thakurpukur, met on 18/June/2022, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum. The IQAC also decided to organise a program on staff training:

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses 2022-23, Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, consultation with all teachers of the Department.
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- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.
- G. The IQAC would also organise a Staff Training programme - 'Effective Working Style' Conducted by IPE Of Professional Excellence On 25 June 2022 .



18/06/22

Co-ordinator
I Q A C
Vivekananda College
Kolkata-700 063



(033) 2497 6824
(033) 2497 6834

VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No.....

Date.....

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2022-23.

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Principal

Vivekananda College
Thakurpukur, Koi-53

Notice

Dated: 10.08.2022.

As per the instruction of the Principal, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting on 17.08.2022 (Wednesday) from 2:45 pm to discuss about the Add-on courses of session 2022-23.



Coordinator

Department of Journalism & Mass Communication

The resolution of the departmental meeting dated on 17.08.2022

The departmental meeting has been held on 17.08.2022 to discuss the Add-on certificate course of Journalism and Mass Communication department for the session 2022-23.

All the teaching and non-teaching members of the department have agreed to continue all the Add-on course in this session 2022-23 as per the previous sessions.

The decision taken unanimously by the faculty members are,

1. All the faculty members will continue their previous assignments of add-on course offered by the department.
2. Student Intake will be same as previous years.
3. Course Curriculum and Syllabus will be designed as per UGC guidelines
4. The teachers and resource person will be associated with evaluation process of the courses.
5. Notice will be served to all the students of the college for intimation and registration.
6. Registration will be taken care of by Mr. Rajjeyeswar Saha.
7. Courses will start on the following dates:
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The teacher's present in the meeting:-

Abrar 17/8/22 Shreyshi Dher 17/8/22
Sapanjana Basu Mojumdales 17/08/2022 Sumana Saha Das 17/8/22
Saha 17/08/2022

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2022-23

Dated: 17.08.2022

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer Certificate courses **Rural Development & Communication, Ad Film Making & Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the Certificate courses are requested to register following instruction as follows

Name of the Courses

- **Rural Development & Communication**, (For 4th & 5th Sem Hons)
- **Ad Film Making** (For 3rd & 4th Sem Hons)
- **Mobile Journalism & Story Telling** **Mobile Journalism & Story Telling**- (For 1st sem Honours)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda College. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Contact Rajjyeswar Saha on weekdays 12-3pm at Department of Journalism & Mass Communication.

Last date of registration: November 2, 2022

By Order

Principal

Vivekananda College
Department of Journalism & Mass Communication

Add-on- Course for the session 2022-23

Mobile Journalism (MoJo) and Story Telling

Mobile Journalism (MoJo) and Story Telling is an Add-on certificate course offered by Journalism and Mass Communication Department of Vivekananda College. This 32 hours course will guide the students step-by-step through the video reporting and editing methods for mobile journalism. The students will learn to use digital camera and smartphone for shooting, editing, interviewing, piece-to-camera recording, voice-over narration, writing to pictures, documentation and audio and visual story telling for development purpose. The students will receive a certificate attesting to their skills on completion of the course.

The classes have been structured as a lab course and will focus on how journalists can innovate and experiment in these arenas, which are increasingly important in the media landscape. The bulk of the assignments will consist of creating quality journalism content created specifically for well-established outlets such as Facebook, Twitter, YouTube, Telegram and Instagram. Students will learn how to use technology—such as apps, tablets, phones and laptops—to collect, edit and distribute news and information across this wide variety of established and emerging channels. The course will also teach students how to engage audiences from creating new media videos to communicating with target audience. The classes will also cover ethical considerations and future technical trends.

Objectives of the Course:

This course focuses on creating video, audio and graphic news and information for both current and emerging mobile and emerging platforms.

- a. Understanding critically the basic concepts of MoJo and Story Telling.
- b. Mapping historical significance and future of new media Journalism and story telling
- c. Analysing major issues in the field of Mobile Journalism
- d. Getting insights about impact of latest technology on audio visual journalism

Learning outcomes

At the end of this course you will be able to:

- Report in video with your smartphone
- Conduct professional video interviews
- Edit video with a smartphone

- Present stories for mobile audiences
- Produce reporter-led stories
- Edit videos for social platforms
- Write a great script and record voice-over narration
- Report character-led stories
- Produce piece-to-camera segments
- Produce a video from photos and a script
- Use the best apps for video production
- Storyboard a short video report
- Organise visual elements into a video story

The course is organized around a number of components that introduce specific information or experience:

1. Lectures: classroom presentation.
2. Demonstrations: classroom tutorials and demonstrations of technique.
3. Practical: individual creative work during class lab or on location.
4. Critique: feedback on projects through individual and class discussion.
5. Slideshow/ presentations: history, theory current issues and practices.
6. Text and readings, discussion: technique, theory, critique and context.
7. Assignments: introduce strategies for creative solutions for course projects.

Course Coordinators:

Prof. Sheyashi Dhar, Department of Journalism & Mass Communication

Prof. Dipanjana Basu Majumder, Department of Journalism & Mass Communication.

Number of seats: 40 (Forty)

Eligibility: Honours students of Vivekananda College preference will be given to Journalism & Mass Communication Honours

Timings: Every Saturday, 3.00 pm – 5 pm

Procedure for Application: Through registration

Vivekananda College
Department of Journalism & Mass Communication
Add-on- Course for the session 2022-23
Mobile Journalism (MoJo) and Story Telling
Syllabus with Lesson plan

Course Contents

- Week 1- Development of Contemporary journalism–Mobile Journalism (MoJo)-story telling
- Week 2 - Role and responsibilities of Mobile Journalists- Devices required
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- Week 4- Elements of Visual news story telling - Communicating with the desk, briefing and debriefing.
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- Week 15- Principles and Ethics for web journalism- Media laws and Intellectual Property Rights
- Week 16- Presentation of project – Evaluation.

Evaluation-:

A student will be evaluated on basis of continuous class performance and has to submit assignments and work on three final practical projects using portable devices and mobile phone on the topics given by the teachers.

1. Coverage of an incident (Approx. 3 mins duration)
2. Documentary (Approx. 5 mins duration)
3. Audio/Visual Story Telling (Approx. 5 mins duration)

Passing criteria: Students have to secure at least 40% marks each in Internal and Project based evaluation Students will be awarded a Course Completion Certificate at the end of the course indicating Grade Point Average obtained for the course.

Calculation of Grade Point Average (GPA)

Marks	Grade	Grade Points
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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2022-23

w.e.f: 26/11/2022

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By Order

Principal

IQAC recommendation

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Co-ordinator
IQAC
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(033) 2497 6824
(033) 2497 6834

VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No.....

Date.....

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2022-23.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.


Principal

Vivekananda College
Thakurpukur, Koi-53

Notice

Dated: 10.08.2022.

As per the instruction of the Principal, all teachers and non-teaching members of Journalism and Mass Communication department are requested to attend the departmental meeting on 17.08.2022 (Wednesday) from 2:45 pm to discuss about the Add-on courses of session 2022-23.



Handwritten signature and date 16/8/22

Coordinator

Department of Journalism & Mass Communication

The resolution of the departmental meeting dated on 17.08.2022

The departmental meeting has been held on 17.08.2022 to discuss the Add-on certificate course of Journalism and Mass Communication department for the session 2022-23.

All the teaching and non-teaching members of the department have agreed to continue all the Add-on course in this session 2022-23 as per the previous sessions.

The decision taken unanimously by the faculty members are,

1. All the faculty members will continue their previous assignments of add-on course offered by the department.
2. Student Intake will be same as previous years.
3. Course Curriculum and Syllabus will be designed as per UGC guidelines
4. The teachers and resource person will be associated with evaluation process of the courses.
5. Notice will be served to all the students of the college for intimation and registration.
6. Registration will be taken care of by Mr. Rajjeyeswar Saha.
7. Courses will start on the following dates:
 - Rural Development and Communication- 26/11/2022
 - Ad Film making- 3/12/2022
 - Mobile Journalism & Story Telling – 17/12/2022

The teacher's present in the meeting:-

Abrar 17/8/22 Shreyshi Dher 17/8/22
Sapanjana Basu Mojumdas 17/08/2022 Sumana Saha Das 17/8/22
Saha 17/08/2022

NOTICE

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Add-on-Course for the session 2022-23

Dated: 17.08.2022

The students are hereby informed that the Department of Journalism & Mass Communication is going to offer Certificate courses **Rural Development & Communication, Ad Film Making & Mobile Journalism & Story Telling** to enhance the professional skills of the aspiring students. The students who are interested to enroll for the Certificate courses are requested to register following instruction as follows

Name of the Courses

- **Rural Development & Communication**, (For 4th & 5th Sem Hons)
- **Ad Film Making** (For 3rd & 4th Sem Hons)
- **Mobile Journalism & Story Telling** **Mobile Journalism & Story Telling-** (For 1st sem Honours)

Number of seats : maximum 40 students per /Course

Eligibility: Honours students of Vivekananda College. Preference will be given to the students of Journalism and Mass Communication Honours

Course Timings: Saturday, 3pm - 5pm

Procedure for Application: Contact Rajjyeswar Saha on weekdays 12-3pm at Department of Journalism & Mass Communication.

Last date of registration: November 2, 2022

By Order

Principal

Vivekananda College

Department of Journalism & Mass Communication

Add-on Course on Rural Development and Communication

Rural Development and Communication is an Add-on certificate course offered by Journalism and Mass Communication department of Vivekananda College, Thakurpukur. This course will introduce a new dimension to look into the rural life and different developmental projects of Government and non-government organisations. Students will learn how the different tools of communication work for rural reporting, mostly in hyper local base reporting. They will know beside urban dailies how the rural local newspapers are surviving. The style of reporting and editing both in the print and electronic will be discussed. The students will receive a certificate on assessment of their skills after completion of the course.

The classes have been structure as a project-based course and focus on district correspondence experience, way of report writing and covering rural incidence. This course will encourage the young minds to concentrate on developing and under developed areas of their nearby rural region. It will also extent a new path of career in the field of journalism.

Course Outcomes:

- Students will be able to analyse and understand the concept and importance of Development.
- Students will be able to analyse the issues in development and understand the dimensions of development and communication for social change.
- Students will be able to facilitate understanding of the government system and programme for awareness and empowerment of people.
- Students will be able to make stakeholders understand the perspectives on rural and development issues and programs.
- Students will acquire knowledge, skill and attitude to work with the communities and NGOs as trained communicator.

Pedagogy

- The teaching of the course includes; lecturers, seminars, presentation of papers and field study/project work.
- Few problems of rural area are chosen for group discussions.
- Module wise continuous assessment

Unit -1	Concept of Rural Development and rural communication	2 hrs
Unit -2	Issue in development – Social, economic, gender, livelihood, problems of displacement Goals	2 hrs
Unit -3	Modernization, empowerment, participation, sustainable development etc.	2 hrs

Unit -4	Rural development projects of India –Pre and post liberalisation era	2 hrs
Unit -5	Nature and concept of Communication in Rural Development- Channels of Rural Development support Communication, Print Media and Rural Development	2 hrs
Unit -6	Coverage of Rural Issues and Development Projects in India, Radio & TV and Rural Development – Community Radio	4 hrs
Unit -7	Understanding the folk culture and media for rural development	2 hrs
Unit -8	Traditional and folk forms, barriers and accelerators to change.	2 hrs
Unit -10	Use of ICTs and emerging technologies in development	2 hrs
Unit -11	Digital divide, Development – support – communication.	2 hrs
Unit -12	Efforts by government and non-government organizations (NGOs)	2 hrs
Unit -13	Case studies in development communication- urban and rural perspectives- Education, Health, Irrigation , Women Empowerment, Disaster management, Girl Child and Weaker Section- case studies in extension.	4 hrs
Unit-14	Methods of extension – Krishi Vignan Kendra ,Exhibitions, visual aids, training and visit systems,	2 hrs
	Evaluation through presentation on developmental issues	2 hrs

Shreyoshi Dhar

Joint Course Coordinator

Add-on Course

Rural development and Communication

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ADD-ON COUSE ROUTINE 2022-23

w.e.f: 26/11/2022

Day	Course Name	3.00-4.00	4.00-5.00
Saturday	Rural Development & Communication	Room -A114	Room -A114
Saturday	Ad Flim Making (B)	Room - A113	Studio
Saturday	Mobile Journalism & Story Telling	Studio	Room - A113

Classes will be taken by:

Prof. Aakash Shaw , Prof. Shreyashi Dhar, Prof. Dipanjana Basu Majumder, Prof. Sumana Saha Das, Mr. Shibshankar Dutta , Resource Persons.

By Order

Principal