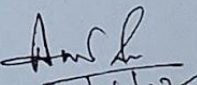


### IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 18/June/2022, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum. The IQAC has 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 for 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, in 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 25th June 2022 .

  
18/06/22

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



# VIVEKANANDA COLLEGE

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

(033) 2497 6824  
(033) 2497 6834

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

Principal  
Vivekananda College  
Thakurpukur, Kol-63

Notice

Dt: 10/08/2022

As per Principal's instruction all teachers and non teaching staff of Journalism and Mass Communication Department are requested to attend the departmental meeting for discussion regarding the upcoming Add on course to be conducted by the department for the session 2022-23 at Journalism Department on 17/08/2022 (Wednesday) from 2.45pm

Agenda of the meeting:

- To design the new Add-on Course
- To nominate the course co-ordinator
- To frame the course curriculum

  
Coordinator

Department of Journalism & Mass Communication

The Resolution of the departmental meeting dated 17/8/2022.

The departmental meeting has been held on 17/8/2022 notified on 10/8/2022 to discuss about the new upcoming Add-on - Course of Journalism & Mass Communication Department for the session 2022-23.

The teaching and non-teaching members have agreed unanimously to start a new Add-on - Certificate Course in this session (2022-23). It has been decided

1. The new Add-on - Course of this session will be on Mobile Journalism (MoJo) and Story Telling.
2. A proposal will be made and submitted as soon as possible to Principal and IQAC for approval. Prof. Shreyshi Dher will be responsible for forming the proposal and getting the approval from IQAC.
3. Course Curriculum will be designed as well as syllabus will be made by Prof. Shreyshi Dher,
4. Prof. Dipanjana Basu Mazumdar and Prof. Shreyshi Dher will be Joint Coordinators of the Course.

P.T.O.

5. The Course will be conducted for the students of Journalism Honours as well as open for the Vivekananda College Students of any stream without any registration and course fee.
6. It will be of 32 weeks course starting from 12<sup>th</sup> November. The classes will be conducted on Saturdays 3 P.M. to 5 P.M. by In-house faculties and resource persons.
7. Number of Intake will maximum - 40 (first cum first enroll) and registration process will be from 14/9/22 to 28/9/22. Mr. Rajyeeswar Saha will be in-charge of registration.
8. Prof. Akash Shaw & Prof. Sumana Saha Das proposed that there will be skill based ~~grade~~ assessment and grade will be awarded on basis of continuous class assessment and Practical project submission.

The members present in the meeting.

Shreyshi Chh 17/8/22

Sumana Saha Das  
17/8/22

Akash Shaw 17/8/22

Abhijana Das Majumder  
17/08/22

Shibranjan Datta

Rajyeeswar Saha 17/8/22

**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

**Course Duration:** 12<sup>th</sup> November, 2022 – 4<sup>th</sup> March, 2023

**Timings:** Every Saturday, 3.00 pm – 5 pm

**Procedure for Application:** Through registration

**Last date for receiving applications:** 14th September 2022

**Announcement of shortlisted students:** 29th September 2022 Course

Sheyashi Dhar.  
12/9/22

Dipanjana Basu Majumder.

**Vivekananda College**  
**Department of Journalism & Mass Communication**  
**Add-on- Course for the session 2022-23**  
**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.

**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	

Shreyshi Shor  
12/1/22

Arijan Basu Majumder

## NOTICE

### Department of Journalism & Mass Communication

#### Add-on- Course for the session 2022-23

Dated 12/092022

The students are hereby informed that in the session 2022-23 a new Add-on certificate course of 32 hours will be offered on Mobile Journalism (MoJo) and Story Telling by the Department of Journalism & Mass Communication. The interested students are requested to register as early as possible.

**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:** 12<sup>th</sup> November,2022 – 4<sup>th</sup> March,2023

**Timings:** Every Saturday, 3.00 pm – 5 pm

**Procedure for Application:** Through registration

**Last date of registration :** 14th September 2022

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

By Oder

Principal

Vivekananda College ,Thakurpukur