

- Television Programming and Broadcasting
- Digital Advertisement

Dr. Tapan Kr. Podder
Principal
Vivekananda College
Thakurpukur, Kolkata.

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Opinion Times in collaboration with Thakurpukur Vivekananda College special program for journalism students respectively: "Lab to Land"

Purpose: The way a news media completes its work. This initiative will work in the same way that Lab to Land works. Basically, media literacy among students is being worked on all over the world, and we want to continue the same trend in India. As directed by UNESCO, because we in India are associated with this international organization.

Working method:

- 1) This initiative will first be taken out of a workshop for those who wish to join this initiative. This workshop can be 2 x 2 days. It must be within 10 days. Otherwise there may be problems in survival of enthusiasts.
- 2) UG 1st year, 2nd year and Final phase students can do this work during their class break or at some specific time.
- 3) Field of work within local area, college studio and campus, opinion times studio etc.
- 4) Division of work area according to primary aptitude and desire. It will be seen that everyone is studying according to the specific syllabus of the university, but their desire and primary aptitude is selected to take them in that direction.
- 5) Creating groups of UG 1st year, 2nd year and Final year students according to work category to create work area. Some will do ground journalism, some will be technical, some will be news anchoring, script writing for special story, VO artist, many will be desk reporters, many will want PCR/MCR or graphics/edit, many may go for media management or media marketing. All in all 360° degree working method.
- 6) Those who can be selected subject wise in the field of desk, ground or news reading according to the basic idea and desire of the students.
- 7) But there will be cases of multipurpose work, but that is very less. Like live broadcasting or on-line working, as well as floor management to MCR.
- 8) Talk show / vox-pop / panel discussion / self-analysis / public survey / library work along with basic concept of digital media will also be developed in this initiative.

How will it be?

- 1) Create a time table along with scheduled classes for each week.
- 2) Name of students and name of college will go in every broadcast.
- 3) He/she have to do the rest of the procedure from the workshop because, besides the general curriculum, his initiative has to be completed. It needs a responsible professor under whose leadership this work will be completed. Besides, the initiative will be conducted according to the advice given by the college authorities jointly with Opinion Times.

Thanks
Regards

Subir Dey
Editor-in-Chief

NOTICE

MEDIA LITERACY WORKSHOP organized by the Department of Journalism & Mass Communication will be held on the following dates. All interested students are asked to participate.

09.12.2022- 02:30 p.m. onwards

Topic: Freedom of Press

Speaker: Samaresh Banerjee
Retd. Hon'ble Justice, High Court & 1st Lokayukat of W.B.

Topic: Role of Photojournalist at the Zero Point

Speaker: Srenik Sett
Photojournalist Indian Cricket Team 1983 World Cup

12.12.2022- 02:30 p.m. onwards

Topic: Camera & Technical Operation

Speaker: Anwar Ali
Sr. Cameraman & Technical Faculty Doordarshan

19.12.2022- 02:30 p.m. onwards

Topic: Media Literacy

Speaker: Rajesh Das
In-charge Dept. of Mass Communication, University of Burdwan

Topic: Content Writing & Creatives

Speaker: Goutam Brahma
Assistant Editor, Sangbad Pratidin

Topic: Advertising & Media Planning

Speaker: Soumen Roy
Sr. Consultant Marketing & Advertising

20.12.2022- 02:30 p.m. onwards

Topic: Voice Modulation

Speaker: Jayanta Ghosh
Renowned Voice Artist

Topic: TV & Radio Anchoring & Presentation

Speaker: Dr. Sougata Bose
Renowned Anchor

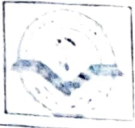
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8/12/22



| Sl. No. | Title of the Event or Activity Organised | Date or Period of the Event or Activity | Convenor or Teacher(s) Involved in the Event | No. Of Participants | Beneficiary |
|---------|--|---|--|---------------------|---------------------------------|
| 1 | Media Literacy Workshop | 09-12-2022 | Samaresh Banerjee | 42 | Students of Vivekananda College |
| 2 | Media Literacy Workshop | 09-12-2022 | Srenik Sett | 42 | Students of Vivekananda College |
| 3 | Media Literacy Workshop | 12-12-2022 | Anwar Ali | 19 | Students of Vivekananda College |
| 4 | Media Literacy Workshop | 19-12-2022 | Rajesh Das | 36 | Students of Vivekananda College |
| 5 | Media Literacy Workshop | 19-12-2022 | Goutam Brahma | 36 | Students of Vivekananda College |
| 6 | Media Literacy Workshop | 19-12-2022 | Soumen Roy | 36 | Students of Vivekananda College |
| 7 | Media Literacy Workshop | 20-12-2022 | Jayanta Bose | 35 | Students of Vivekananda College |
| 8 | Media Literacy Workshop | 20-12-2022 | Dr. Sougata Bose | 35 | Students of Vivekananda College |

Sd.
Editor in Chief
Opinion Times

Sd.
Teacher – in – Charge
Vivekananda College



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA-700063
(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Date: 28.11.2022

NOTICE

A meeting of all students and teachers of Dept. of Journalism & Mass Communication with the undersigned will be held on 30.11.2022 (Wednesday) in Vivekananda Sabhaghar at 02:30 p.m.

All are asked to attend positively.

Principal

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Heptodan
6/12/22

4 DAYS WORKSHOP On *Media Literacy*

Organized by

Department of Journalism & Mass Communication
Vivekananda College



In Collaboration with



Venue: Physics Gallery, Vivekanand Sabha Ghar

Time: 2:30 P.M. onwards, Date: 09,12,19,20/12/2022

Certificate Of Participation

Media Literacy Workshop

Organized by the Department of Journalism & Mass Communication

Vivekananda College, Thakurpukur

In Association with

Opinion Times

Saptadeepa Mahapatra

May the success that has come your way today lead you to a bigger achievement in the years to come

Certified by



Dr. Tapan Kr. Poddar

Principal
Vivekananda College



Subir Dey

Editor-in-Chief
Opinion Times

Workshop dated: 9th, 12th, 19th & 20th December 2022

NA

DAI-I 9/12/2022 Wed. Friday.

The students present in the workshop:

1. Hritika Barua Sem-5 (2)
2. Pranita Paul - Sem-5 (2)
3. Neha Biswas - Sem-5 (1)
4. Arup Biswas - Sem-5 (2)
5. Subhamita Sarkar - Sem-5 (1)
6. Rajani Mondal - Sem-1 (Hons) (2)
7. Ashu Rajak - Sem-1 (Hons) (3)
8. Nilava Sikder - Sem-1 (Hons) (2)
9. Saptadeepa Mahapatra - Sem-1 (Hons) (3)
10. Souvik Senapati - Sem-1 (Hons) (3)
11. Sanjharaj Chakraborty - Sem-1 (Hons) (3)
12. Kusmita Panda - Sem-1 (Hons) (3)
13. Papiya Das - Sem-I (Hons) (3)
14. Sanjana Dutta - Sem-I (Hons) (2)
15. Asha Kumari Thakur - Sem-I (Hons) (3)
16. Swarna Sultana - Sem-I (Hons) (3)
17. Piyal Chatterjee - Sem-I (Hons) (3)
18. Sharmistha Rakshit - Sem-1 (Hons) (2)
19. Ritdeep Das - Sem-1 (Hons) (2)
20. Pujan Debnath - Sem-1 (Hons) (3)

DAY - I 9/12/2022 Friday

The students present in the workshop.

1. Priti Mondal
2. Saranya Hallick
3. Akhota Mukherjee
4. Sushmita Mondal
5. BARSHA MAJUMDER (Sem-III) 3
6. Simran Mondal (Sem III) 3
7. Diya Dutta (Sem III) 2
8. Dipansita Nankar (Sem III) 2
9. Banani Mondal (Sem-III) 2
10. Dipika Dutta (Sem-I) 1
11. Bipasa Bera (Sem-I) 3
12. Sathi Saha (Sem-I) 3
13. Maumi Halder (Sem-I) 3
14. Uddyaloke Baidya (Sem-I) 3
15. Kakali Halder (Sem-I) 3
16. Runa Dutta (B.A General Sem-1st)
17. Barnali Karmal (B.A General sem-1st)
18. Sushmita Ghosh (Sem-III) 1
19. Nikita Das (Sem-III) 1
20. Arpita Roy (Sem-I) 2
21. Sumona Mondal (Sem-I) 2
22. Arpita Pal (Sem-I) 2

23. Anupama Halder (Sem-I) 1

DAY-2 12/12/2022 Monday

The students present in the workshop

- ① Shreyas Mallick (1st sem) Hons. ✓
- 2) Piyal Chatterjee (1st sem) Hons. ✓
- 3) Saptadeepa Mahapatra (1st Sem) Hons. ✓
- 4) Papiya Das (1st Sem) Hons. ✓
5. Moumi Halder (1st Sem) Hons. ✓
6. Udayaloke Bairagi (1st Sem) Hons. ✓
7. Kakali Halder (1st Sem) Hons. ✓
8. Bipasa Bera (1st sem) Hons. ✓
9. Dipika Dutta (1st sem) Hons. ✓
10. Sathi Saha (1st Sem) Hons. ✓
11. Sankhagaraj Chakroborty (1st) Hons. ✓
12. Swaiya Sultana (1st Sem) Hons. ✓
13. Debsmita Mondal (1st Sem) Hons. ✓
14. Nibedita Khanda (1st Sem) Hons. ✓
15. Soham Chatterjee (3rd Sem) Hons. ✓
16. Anam Mukherjee (3rd Sem) Hons. ✓
17. Pujan Deogharra (1st Sem) Hons. ✓
18. Tinni Mondal (1st Sem) Hons. ✓
19. Ashu Rajak (1st Sem) Hons. ✓

The students present in the 3rd Day of Workshop on
 "Media Literacy" on 19/12/22 (Monday)

- | | |
|-----------------------------------|---|
| 1) Saptadeepa Mahapatra (Sem-I) | 20) Eman Kalyan Majhi |
| 2) Papiya Das (Sem-I) | 21) Sagrik Dholeij (Sem-I) |
| 3) Kakali Halder " | 22) Akash Senapati (Sem-I) |
| 4) Udayak Das Baruah " | 23) Tormonash Dhal (Sem-I) |
| 5) Moumi Halder " | 24) Debosmita Mondal (Sem-I) |
| 6) Suralya Suktara " | 25) Rajani Mondal (Sem-I) |
| 7) Srija Sarda " | 26) Ashin Rajak (Sem-I) |
| 8) Sharmistha Rakshit " | 27) Nilawa Sikder (Sem-I) |
| 9) Piyel Chatterjee " | 28) Pranay Barua (Reporter, Panel) |
| 10) Souvik Senapati (Sem-I) | 29) Preetom Jana (Sem-I) |
| 11) Tuhin Das (Sem-I) | 30) Nawshin Anjum (Sem-I) |
| 12) Pujan Deogharia (Sem-I) | 31) Soham Chatterjee (Sem-I) |
| 13) Sanjharaj Chakraborty (Sem-I) | 32) Simran Mondal (Sem-I) |
| 14) Rupsa Debnath (Sem-I) | 33) Barsha Majumder (Sem-I) |
| 15) Rajdeep Das (Sem-I) | 34) Nibedita Khanda (SEM-I) |
| 16) Bipasa Bera (Sem-I) | 35) Asha Kumari Thakur (SEM-I) |
| 17) Dipika Dutta (Sem-I) | 36) Sanjana Datta (Sem-I, Ho) |
| 18) Sathi Saha (Sem-I) | |
| 19) Ayan Mukherjee (Sem-II) | |

The students present in the 4th day of workshop on Media Literacy on 20/12/22 (Tuesday).

1. Sanjana Dutta
2. Sulta Ghosh
3. Susoma Bora
4. ~~Diya~~ Mistry
5. ~~Sono~~ Ronjit
6. Sreejita Halder.
7. Diya Dutta
8. Barsha Majumder (Sem-III)
9. Susmita Panda (Sem-I)
10. Shreya Mallick (Sem-I)
11. ~~Aislin~~ Ray (Sem-III)
12. Piyal Chatterjee (Sem-I)
13. Tinni Mondal (Sem-I)
14. Santhyanuj Chakrabarty (Sem-I)
15. Uddyaloke Boinagi (Sem-I)
16. Nibedita Khanda (SEM-I, Hons.)
17. Papiya Das (SEM-I)
18. Saptadcepa Mahapatra (SEM-I)
19. Ashu Rajak (SEM-I)
20. Rajani Mondal (Sem-I)
21. Debasmita Mondal (Sem-I)

22. Dipika Dutta (sem-I)
23. Sathi Saha (sem-I)
24. Bipasa Bera (sem-I)
25. Swaiya Sultana (sem I)
26. Sharmistha Rakshit (sem I)
27. Srija Sardar (sem I)
28. Souvik Senapati (sem-I)
29. Soham Chatterjee (sem - III)
30. Banani Mondal (sem - III)
31. Dipamrita Nandy (SEM-III)
32. Anup Biswas (sem-V)
33. Kakali Halder (sem-I)
34. Moumi Halder (sem-I)
35. Pranita Paul. (sem-V)