

**2018-2019**

## **1. Experiential Learning**

**Name:** Eco Park Visit

**Category:** Departmental Activity (Experiential Learning)

**Organising Unit:** Department of Journalism and Mass Communication



**Date:** 11-01-2019

**Time:** 11am onwards

**Venue-** Eco Park

**Number of Students:** 09  
(Semester 2; 3rd year  
General)

**Number of Teachers:** 2

**Number of Beneficiaries:** 9

**Brief description of the event:** The Department of Journalism and Mass Communication had organized this visit for experiential learning with semester 2 and 3rd year general students. We went to the eco-park to give the students an opportunity to take interviews with the visitors. The New Town Eco Park (Prakriti Tirtha) is an urban park in New Town, Kolkata, and is claimed to be the biggest park in India. The park has very rare visual aesthetics, which lead on to several themed areas, activities, and parking. Students take pictures of the surroundings. Students had hands-on experience to understand the visual forms and aesthetic functions of photography. Students also learn how to capture pictures and practice lighting.

**Learning outcome:** As the students were asked to take pictures of the visitors, they had hands on experience to gain

knowledge on the techniques of photography. In order to enhance program- or



course-based learning outcomes that specifically aim at employability skills, experiential learning applies theory and academic content to real-life situations, whether in the classroom, the community, or the workplace. Both solo and group work are acceptable approaches. Learning objectives are advanced, reflection is encouraged, and knowledge and skill application is applied in situations that get students ready for the workforce and civic society. The way these experiences are designed forces the learner to be self-reliant, make choices, and accept responsibility for the outcomes.

## **2. Extension Lecture 15/2/2019**

**Name:** Extension Lecture

**Topic:** “Photography”

**Category:** Departmental Activity

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 15/2/2019

**Time:** 11am onwards

**Venue:** Smart Classroom, RKSMVV

**Number of Students:** 12 (Sem 2 & GE2)

**Number of Teachers:** 02

**Name of the Teachers:** Sreejaya Chatterjee & Tanika Deb Roy

**Number of Resource person:** 01

**Name of the Resource person:** Prof. Sunandit Chaudhury; Guest Lecturer, Vijaygarh Jyotish Ray College, Department of Journalism and Mass Communication

**Number of beneficiaries:**

12

**Brief description of the**

**event:** Prof. Sunandit Chaudhury; Guest Lecturer, Department of Journalism and Mass Communication,



Vijaygarh Jyotish Ray  
College, gave an insightful  
lecture on Photography.  
This topic is included in  
our CBCS syllabus both in  
hons. and general



respectively under Sem 5  
(JORADSE03T) & Sem  
2(GE-2/JORHGEC02T). In  
honours the paper is entitled as  
Photographical Appreciation.  
The name of the paper on the  
general syllabus was  
"Photography.". Our guest  
speaker showed a power point  
presentation, some pictures and  
videos on Birth of a  
Photography. He also had  
explained the use of light in

photography by defining the Concept of camera Obscura. As we all know; good photography demands both skill and content. Although quality content is essential for becoming a successful photographer, craft is as important. It enables us to provide our information more effectively. In a concrete way, our speaker described and showed how to take images.

**Learning Outcome:** Students came to know the technical part of the photography, use of Shutter speed, use of Camera aperture. Students were able to process information about different types of cameras and its uses in photography. Students learned about Exposure Triangle: ISO; Aperture; Shutter speed, Depth of field (DOF), Focal length of the lens, relationship between shutter speed and aperture in the context of exposure. They also understand the role of aperture, shutter speed and ISO in photography; and improve their photography skills. After completion of the lecture, Students have hands-on experience by clicking images using a DSLR camera. All the 12 students of this Department were enthusiastically attended the insightful Lecture.

### **3. Extension Lecture 16/2/2019**

**Name:** Extension Lecture

**Topic:** Media and Cultural Studies

**Category:** Departmental Activity

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 16/2/2019

**Time:** 11am onwards

**Venue:** Smart Classroom, RKSMVV

**Number of Students:** 12 (Sem 2 & GE2)

**Number of Teachers:** 02

**Name of the Teachers:** Sreejaya Chatterjee & Tanika Deb Roy

**Number of Resource person:** 01

**Name of the Resource person:** Dr. Debasis Mondal; College Contractual Full-time Teacher, Department of Journalism and Mass Communication, Vivekananda College

**Number of beneficiaries:** 12

**Brief description of the event:** Prof. Dr. Debasis Mondal; College Contractual Full-time Teacher, Department of Journalism and Mass Communication, Vivekananda College, gave an insightful lecture on Media and Cultural Studies. This topic is included in our CBCS old syllabus under Sem 2 (CC-4). Our respected speaker showed a power point presentation, some pictures and videos



on Media & Culture. He also explained the concept of “Understanding Culture; Mass Culture, Popular Culture, Folk Culture”. To help

our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know the concepts of Popular culture and how it is generally recognized by members of a society as a set of practices, beliefs, artistic output (also known as, popular art or mass art) and objects that are dominant or prevalent in a society at a given point in time. Students were able to process information about Culture and Folk culture and effective social interaction that depends on language, which also shapes how individuals see ideas and things in culture. This informative Lecture was attended with enthusiasm by all 12 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about media and culture. Students will be able to Understand the culture in all of its varied manifestations and examining the social and political environments in which it exists are the goals of cultural studies. Political critique and analysis are both found in cultural studies.

**2019-2020**

#### **4. Experiential Learning**

**Name:** Experiential Learning

**Topic:** Book fair Reporting

**Category:** Departmental Activity (Experiential Learning)

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 6/2/2020

**Time:** 11am onwards

**Venue:** Kolkata Book Fair

**Number of Students:** 27

**Number of Teachers:** 4

**Number of Beneficiaries:** 27

**Brief description of the event:** The Department of Journalism and Mass Communication had organized this visit for experiential learning with semester 2 and 3rd year general students. We went to the 44th Kolkata Book Fair so that the students could conduct interviews with visitors or book lovers. Russia was the theme

country for International Kolkata Book fair. Students were asked to take pictures of the surroundings. Students had hands-on experience to understand the visual forms and aesthetic functions of



photography. Students also learn how to capture pictures and practice lighting.

**Learning outcome:** As the students were asked to take pictures and conduct an interview of the visitors, they had hands on experience to gain knowledge on the techniques of photography and gather knowledge to make questionnaire. The capacity for understanding among students A critical element of journalism professions is conducting source interviews and gathering data for articles. A crucial component of this skill is being able to conduct an efficient interview and put your point of contact at ease. A solid basis for obtaining insightful and useful data from a variety of sources is having an efficient interviewing technique. What constitutes a journalistic interview, journalistic interviewing techniques, and considerations are all covered in this piece. Students will be able to understand the various ways of gathering information by asking people questions. They will understand how to decide between the different types of interviews and also developed the skills needed for approaching different types of interviews. Students will be able to comprehend that a journalist interview consists of an exchange of ideas between a journalist and a source who offers details on a certain topic or issue. The purpose of an interview is to give

journalists first-hand knowledge about a specific topic so they may utilize it to write stories, produce content, or research it further.

### **5. Excursion Visit to Dhanyakuriya**

**Name of the Activity:** Excursion Visit to Dhanyakuriya

**Category:** Departmental Activity

**Organizing Unit:** Department of Journalism and Mass Communication

**Date:** 16/1/2020

**Time:** 9am.– 6pm.

**Venue:** Dhanyakuriya

**Number of Participants:** 21



**Number of Teachers:** 04

**Brief Description of the event:** The Department of Journalism and Mass Communication planned a trip to Dhanyakuriya to give students real-world experience and to

broaden their understanding of different cultures. Students will be able to learn more about the historical significance of the location. Students wrote an article on the history and culture of the Basirhat town of Dhanyakuriya. Old castles in the manner of Europe are well known in this area. Zamindars constructed it. 'Villages of palaces' is a common description of Dhanyakuriya. It was constructed by Mahendranath Gaine, a prosperous landowner and businessman who thrived at the start of the 20th century trading in jute, jaggery, and other agricultural products, and is the most noteworthy of Dhanyakuria's buildings. Students will get the chance to learn about a specific location and our culture on this trip.

**Learning Outcome:** The Department of Journalism and Mass Communication expects its students to have wide knowledge about media-related activities at the local, regional, national, and international levels as well as **culture, heritage, and general awareness.**

The purpose of this trip was to introduce students to various forms of cultural news while helping them **improve their reporting, interviewing, and**



**newswriting skills.** Students will learn how to evaluate and understand news through this educational excursion. Students' intellectual and psychological growth is positively impacted by field trips or excursion. Along with enriching cultures and raising self-esteem, they also improve learning and academic performance and social skills and confidence. Teachers should make sure that field trips are included in their curriculum.

## **6. Online Lecture Series – 1**

**Name of the Activity:** Online Special Lecture Series: Lecture 1

**Topic:** “Photography to a New Direction”

**Category:** Departmental Activity

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 29/6/2020

**Time:** 4-5pm.

**Venue:** Google Meet platform

**No of Students:** 35





**No of Teachers: 4**

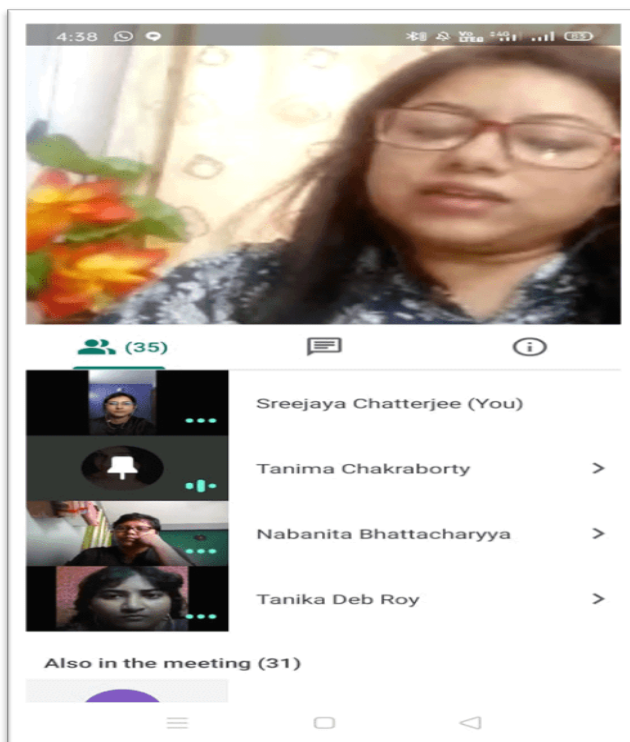
**Number of Resource Person: 1**

**Name of Resource Person:** Tanima Chakraborty, Faculty and Head, Department of Journalism and Mass Communication, Panihati Mahavidyalaya, Sodepur

**Number of Beneficiaries: 35**

**Brief Description Of the event:** Tanima Chakraborty, Faculty and Head, Department of Journalism and Mass Communication, Panihati Mahavidyalaya, Sodepur, gave an insightful lecture on Photography. This topic is included in our CBCS syllabus both in hons. and general respectively under Sem 5 (JORADSE03T) & Sem 2(GE-2/JORHGEC02T). In honours, the paper is entitled as Photographical Appreciation. The name of the paper on the general syllabus was "Photography." Our guest speaker showed a power point presentation, some pictures and videos on Birth of a Photography. She also had explained the use of light in photography by defining the Concept of camera

Obscura. She had described different innovative techniques to capture an image on mobile camera. Our lecturer provided a thorough explanation of mobile journalism. In a concrete way, our speaker described and showed how to take images.



**Learning Outcome:** Students came to know the technical and theoretical both part of the photography, use of Shutter speed, use of Camera aperture. They also came know the innovative concept of Mobile Journalism. Students were able to process information about different types of cameras and

its uses in photography. All the 35 students of this Department were enthusiastically attended the insightful online lecture. Students will be able to understand the history of photography, moving images, and photo journalism, have a brief understanding of news values, photo journalism and sources,

various types of cameras, their components, and accessories, assess the importance of digital technology in photography, and have an idea of how to compose a photograph with the knowledge of aesthetic principles. Our resource person explained the technique of capturing photographs in different ways and displaying the technical knowledge of a digital camera.

**2020-2021**

### **7. Online Lecture Series: Lecture 2**

**Name:** Online Special Lecture Series: Lecture 2

**Topic:** “Development Communication and its allied approaches”

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 6/7/2020

**Time:** 4-5pm.

**Venue:** Google Meet Platform

**Number of Students:** 24

**Number of Teachers:** 04

**Number of Resource person:**  
01

**Name of the Resource person:**  
Dr. Debasis Mondal; Faculty  
and Head, Department of  
Journalism and Mass  
Communication, Vivekananda  
College.

**Number of beneficiaries:** 24

**RAMAKRISHNA SARADA MISSION  
VIVEKANANDA VIDYABHAVAN  
DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION  
ORGANISES  
ONLINE SPECIAL LECTURE SERIES  
LECTURE: 2  
TOPIC : DEVELOPMENT COMMUNICATION**

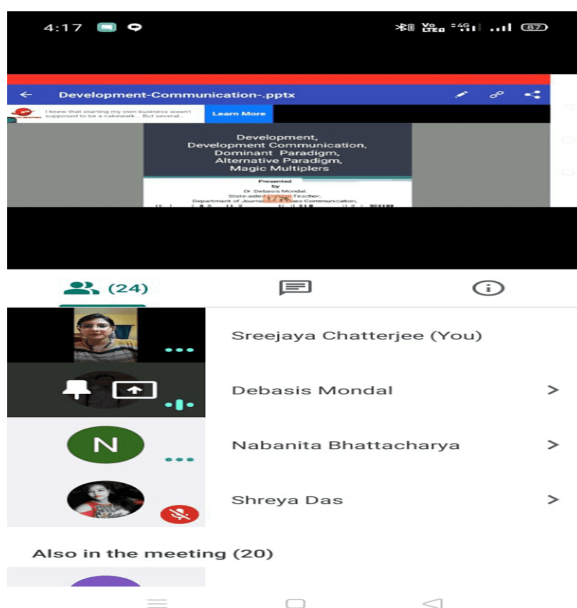


**SPEAKER: DR. DEBASIS MONDAL  
FACULTY, DEPT. OF JOURNALISM AND MASS  
COMMUNICATION, VIVEKANANDA COLLEGE,  
MADHYAMGRAM**

**DATE: 06/07/2020      TIME: 4 PM-5PM (IST)**  
ZOOM MEETING LINK WILL BE GIVEN 10 MINUTES BEFORE THE MEETING

**Brief description of the event:** Prof. Dr. Debasis Mondal; College Contractual Full-time Teacher, Department of Journalism and Mass Communication, Vivekananda College, gave an insightful lecture on Development Communication and its allied approaches. This topic is included in our CBCS syllabus under Sem 4 (CC-9). Our respected speaker showed a power point presentation, some pictures and videos on Development Communication and its allied approaches. He also explained the concept of Development in Third World nations. He had explained different development communication approaches like empathy, magic multipliers and the ideation of diffusion of Innovation (Bell shaped model). To help our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Our resource person Identified and discussed various indicators of development, the concept of modernization, the dominant paradigm of development, the role of media in development communication, the role of alternative media in development communication, and various cases of



development issues in India. Students came to know the concepts of Empathy and how it is generally recognized by members of a society as a set of practices, beliefs and objects that are dominant or prevalent in a society at a given point in time. Students were able to comprehend knowledge on innovation and successful social interaction, which depends on our ability to adopt an empathic attitude or to put ourselves in the shoes of others as

we go through some developmental changes in our lives. This informative Lecture was attended with enthusiasm by all 24 students of the Department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about media and culture.

### **8. Online Lecture Series- Lecture 3**

**Name:** Online Special Lecture Series- Lecture 3

**Topic:** “New Media- Growth and Opportunities in Recent Times”

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 7/7/2020

**Time:** 4-5pm.

**Venue:** Google Meet Platform

**Number of Students:** 27

**Number of Teachers:** 04

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**ORGANISES**  
**ONLINE SPECIAL LECTURE SERIES**

**LECTURE: 3**  
**TOPIC: NEW MEDIA- GROWTH &**  
**OPPORTUNITIES IN RECENT TIMES**

**SPEAKER: DR. PRIYANKA ROY**  
**ASSISTANT PROFESSOR, DEPT. OF**  
**JOURNALISM AND MASS**  
**COMMUNICATION, ASUTOSH**  
**COLLEGE**

**DATE: 07/7/2020**                      **TIME: 3-4PM(IST)**

**MEETING LINK WILL BE GIVEN 10 MINUTES BEFORE**  
**THE MEETING**

**Number of Resource person:** 01

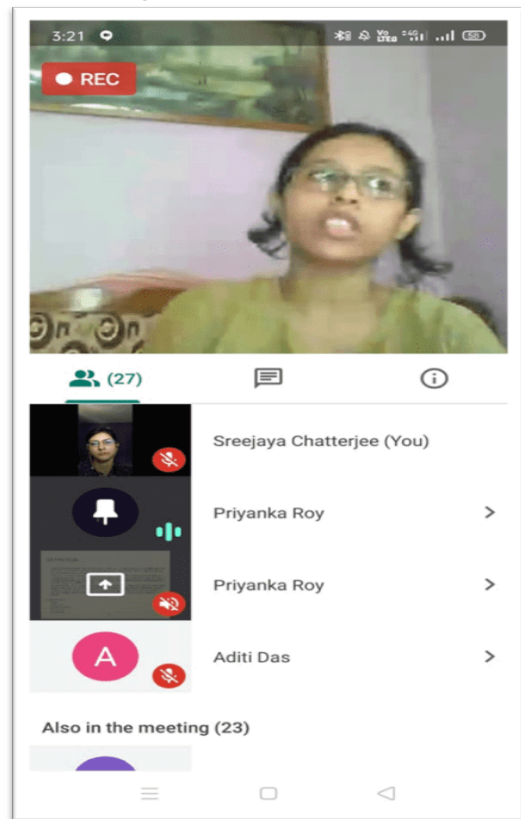
**Name of the Resource person:** Dr. Priyanka Roy; Assistant Professor, Department of Journalism and Mass Communication, Asutosh College

**Number of beneficiaries:** 27

**Brief description of the event:** Prof. Dr. Priyanka Roy; Assistant Professor, Department of Journalism and Mass Communication, Asutosh College, gave an insightful lecture on New Media- Growth and Opportunities in Recent Times. This topic is included in our CBCS old syllabus under Sem 4 (CC-8) & Sem 6 (CC13). Our respected speaker showed a power point presentation,

some pictures and videos on New Media- Growth and Opportunities. She also explained how the Indian market offers multinational studios and content owners a chance to promote their work and make more revenue to the country's growing video audience and consumption. Our speaker had explained that compared to traditional media, new media is also frequently far more interactive. Using modern media platforms like social media, businesses and consumers may communicate directly. To help our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know the concepts of new media and came to know that One of the most important advantages of social media is connectivity. Numerous users can be connected at anytime, anywhere. Social media's connectivity and ability to disseminate information internationally could facilitate human interaction. It produces international connections. Students were able to process information about organizations have been driven to move their operations online by the rapid emergence of a system that has real power and influence over people. The optimum use of social media as a marketing tool necessitates a focused approach, effective management, and industry knowledge and experience. An increasing number of job seekers utilize social media to network professionally, broaden their search, and share details about potential vocations and positions. Social media has radically changed the hiring process for organizations by opening up access to a far broader pool of candidates. Over the past ten years, social media has grown incredibly quickly, and with it, so has the demand for trained individuals to manage businesses' social media accounts. Growing corporate social media use has opened up a world of possibilities. This informative Lecture was attended with enthusiasm by all 27 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about the insightful topic of the lecture.



### **9. Online Lecture Series: Lecture 4**

**Name:** Online Special Lecture Series: Lecture 4

**Topic:** “General Perspectives on Present Global Media Politics”

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 8/7/2020

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**DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION  
ORGANISES  
ONLINE SPECIAL LECTURE SERIES**

**LECTURE 4**  
**TOPIC: GENERAL PERSPECTIVES ON PRESENT GLOBAL  
MEDIA POLITICS**

**SPEAKER:  
DR. SOMALI CHAKRABORTY**

**ASSISTANT PROFESSOR,  
DEPT. OF JOURNALISM AND  
MASS COMMUNICATION,  
NSHM KNOWLEDGE CAMPUS**

**DATE: 08/7/2020**      **TIME: 4-5 PM(IST)**

**MEETING LINK WILL BE GIVEN 10 MINUTES  
BEFORE THE MEETING**

**Time:** 4-5pm.

**Venue:** Google Meet Platform

**Number of Students:** 17

**Number of Teachers:** 04

**Number of Resource person:** 01

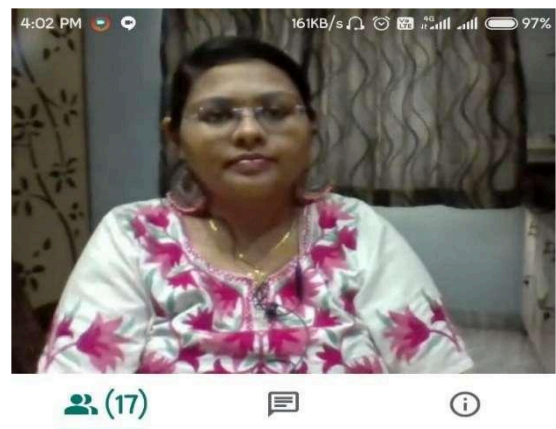
**Name of the Resource person:** Dr. Somali Chakraborty; Assistant Professor, Department of Journalism and Mass Communication, NSHM Knowledge Campus, Kolkata

**Number of beneficiaries:** 17

**Brief description of the event:** Prof. Dr. Somali Chakraborty; Assistant Professor, Department of Journalism and Mass Communication, NSHM Knowledge Campus, Kolkata, gave an insightful lecture on General Perspectives on Present Global Media Politics. This topic is included in our

CBCS syllabus under Sem 5(CC-11). Our respected speaker showed a power point presentation, some pictures and videos on Media & Culture. She also explained the concept of Government and the people are connected through the media. The relationship between politicians and citizens, as well as the communication channels that link these two groups, can be referred to as political communication. Regardless of whether of the three persuasive strategies—Pathos, Ethos, or Logos—is used to forge the bond. To help our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know the concepts of through worldwide news broadcasts, television programming, new technology, movies, and music, the mass media are considered as having a significant impact on globalization,



promoting cultural interaction and multiple flows of information and image between countries. Students were able to process information about Journalism, broadcasting, advertising, and information and communication technology are just a few of the areas covered by the political economy of the media. The power linkages between politics, mediation, and economics are examined using a political economy perspective. This informative Lecture was attended with enthusiasm by all 17 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about global media.

### **10. Online Lecture Series: Lecture 5**

**Name:** Online Special Lecture Series- Lecture 5

**Topic:** “Mainstream Media Reportage on Tribal Issue”

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 9/7/2020

**Time:** 4-5pm.

**Venue:** Google Meet Platform

**Number of Students:** 27

**Number of Teachers:** 04

**Number of Resource person:** 01

**Name of the Resource person:** Prof. Suparna Sinha Roy; Senior journalist and Anchor, Eastern India Head of Asia News.

**Number of beneficiaries:** 27

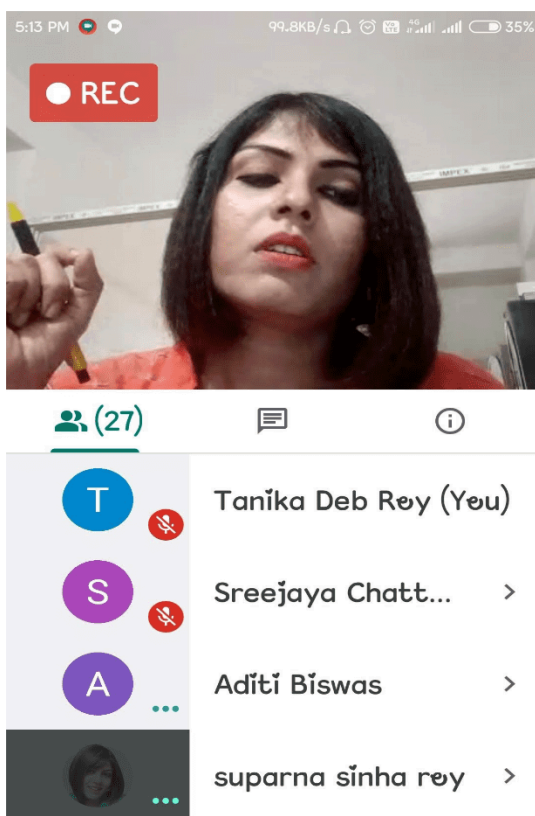
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**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**ORGANISES**  
**ONLINE SPECIAL LECTURE SERIES**  
**LECTURE: 5**  
**TOPIC: MAINSTREAM MEDIA REPORTAGE ON TRIBAL ISSUE**

**SPEAKER: SUPARNA SINHA ROY**  
SENIOR JOURNALIST AND ANCHOR IN NEWS FIELD, EASTERN INDIA HEAD OF ASIA NEWS, WORKED WITH ETV, KOLKATA TV, KOLKATA 24x7 WEB PORTAL

**DATE: 09/7/2020**      **TIME: 4-5PM**  
**MEETING LINK WILL BE GIVEN 10 MINUTES BEFORE THE MEETING**

**Brief description of the event:** Prof. Suparna Sinha Roy; Senior journalist and Anchor, Eastern India Head of Asia News, gave an insightful lecture on Mainstream Media Reportage on Tribal Issue. This topic is included in our CBCS old syllabus under Sem 2 (CC-4). Our respected speaker showed a power point presentation, some pictures and videos on Mainstream Media Reportage on Tribal Issue. She also explained the primary issues facing tribal communities-

- exploitation and destitution.
- technological and economic lag.
- sociocultural disadvantages.
- assimilation issues with the non-tribal people.
- significant barrier to tribal peoples' progress is illiteracy.



To help our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know How can media help tribal people become more powerful? By transmitting socioeconomic change, the mass media, which is the indigenous analogue of exogenous mass media, helps tribal cultures change and advance. No matter their level of education or religious inclinations, tribal community members look to traditional folk media for cohesion and integrity. Students were enriched with the information given by the resource person and also knew that the mass media can enrich the essence of such a segment of society by upholding their

traditional values and bringing their cultural and spiritual ideas to a wider audience. This informative Lecture was attended with enthusiasm by all 27 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about tribal issues depicted on media.



## **11. Online Lecture Series: Lecture 6**

**Name:** Online Special Lecture Series: Lecture 6

**Topic:** Indian Cinema: Films of Bimal Roy

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 10/7/2020

**Time:** 4-5pm.

**Venue:** Google Meet Platform

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ONLINE SPECIAL LECTURE SERIES  
**LECTURE-6**  
TOPIC:  
INDIAN CINEMA: FILMS OF BIMAL ROY

**SPEAKER: DR. PALLAV MUKHOPADHYAY**  
ASSISTANT PROFESSOR, DEPT. OF JOURNALISM AND MASS  
COMMUNICATION AND COORDINATOR, DEPT. OF FILM  
STUDIES, WEST BENGAL STATE UNIVERSITY, BARASAT,  
WEST BENGAL, INDIA

DATE- 10/7/2020 TIME- 4-5PM(IST)  
MEETING LINK WILL BE GIVEN 10 MINUTES BEFORE  
THE MEETING

**Number of Students:** 25

**Number of Teachers:** 04

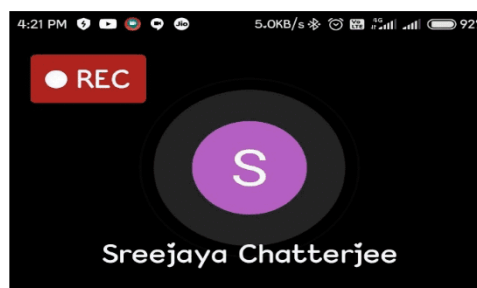
**Number of Resource person:** 01

**Name of the Resource person:** Dr. Pallav Mukhopadhyay; Assistant Professor, Department of Journalism and Mass Communication; WBSU

**Number of beneficiaries:** 25

**Brief description of the event:** Prof. Dr. Pallav Mukhopadhyay; Assistant Professor, Department of Journalism and Mass Communication; WBSU, gave an insightful lecture on Indian Cinema: Films of Bimal Roy. This topic is included in our CBCS old syllabus under Sem 6 (DSE3). In recorded form, our esteemed speaker delivered the talk. He also explained that how Bimal Roy

became a significant filmmaker of Hindi cinema because of his realistic and socially conscious films like Do Bigha Zamin, Parineeta, Biraj Bahu, Devdas, Madhumati, Sujata, Parakh, and Bandini. To help our students with any questions they had, we set up a question-and-answer session.



**Learning Outcome:** Students came to know the concepts of realistic film making of Bimal Roy. Students had a great impact after attending the recorded lecture. was well known for his romantic-realist melodramas that entertained audiences while tackling significant societal themes. He was a filmmaker who had a profound awareness of the virtues and flaws of people. This informative Lecture was attended with enthusiasm by all 25 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about the Films of Bimal Roy.

## **12. Online Lecture Series: Lecture 7**

**Name:** Online Special Lecture Series: Lecture 7

**Topic:** Health Communication in an age of Covid-19: Challenges and Opportunities

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 11/7/2020

**Time:** 4-5pm.

**Venue:** Google Meet Platform

**Number of Students:** 25

**Number of Teachers:** 04

**Number of Resource person:** 01

**Name of the Resource person:** Dr. Supratim Biswas; State Team Lead and Senior Project Officer (SPO) for UNDP, India, Tripura

**Number of beneficiaries:** 25



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**DEPARTMENT OF JOURNALISM AND MASS  
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ONLINE SPECIAL LECTURE SERIES

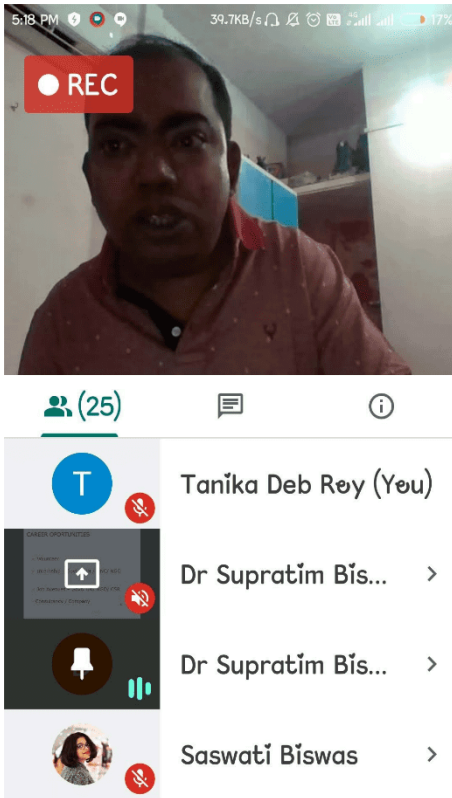
**LECTURE: 7**  
**TOPIC: HEALTH COMMUNICATION IN AGE OF COVID-19:  
CHALLENGES AND OPPORTUNITIES**



**SPEAKER: DR. SUPRATIM BISWAS**  
NATIONAL LEAD TRAINER ON HEALTH  
PROGRAMMES, GUEST LECTURER OF  
STATE INSTITUTE OF PUBLIC  
ADMINISTRATION AND RURAL  
DEVELOPMENT (SIPARD), GOVT. OF  
TRIPURA, ASSOCIATE MEMBER OF INDIAN  
PUBLIC HEALTH ASSOCIATION (IPHA) AND  
PUBLIC RELATIONS SOCIETY OF INDIA  
(PRSI)

DATE: 11/7/2020      TIME: 4-5 PM(IST)

**MEETING LINK WILL BE GIVEN 10 MINUTES  
BEFORE THE MEETING**



**Brief description of the event:** Dr. Supratim Biswas; State Team Lead and Senior Project Officer (SPO) for UNDP, India, Tripura, gave an insightful lecture on Health Communication in an age of Covid-19: Challenges and Opportunities. Our respected speaker showed a power point presentation, some pictures and videos on Health Communication in an age of Covid-19: Challenges and Opportunities. He also explained that the extensive use of information and communication technologies significantly increased access to information and played a key role in its dissemination. However, an abundance of information posed a threat to public health, as did the infodemic, which transmitted incorrect and distorted information and subsequently affected people's behaviour and, in turn, public health. To help our students with any questions they

had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know that in order to effectively control the COVID-19 epidemic, communication in the health sector has been crucial. In order to educate the public about health hazards and illness prevention, it is widely known that public health is a very challenging arena in which to intervene. Learners discovered that health communication is an interdisciplinary field of study and practice that uses evidence, strategy, theory, and creativity in communication to support actions, policies, and practices that improve the health and well-being of individuals and groups. This informative Lecture was attended with enthusiasm by all 25 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically Health communication during Covid 19.

### **13. Online Lecture Series: Lecture 8**

**Name:** Online Special Lecture Series: Lecture 8

**Topic:** “Role of Community Radio in Education after Post Covid Era”

**Category:** Departmental Activity: Online Special Lecture Series

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 12/7/2020

**Time:** 4-5pm.

**Venue:** Google Meet Platform

**Number of Students:** 26

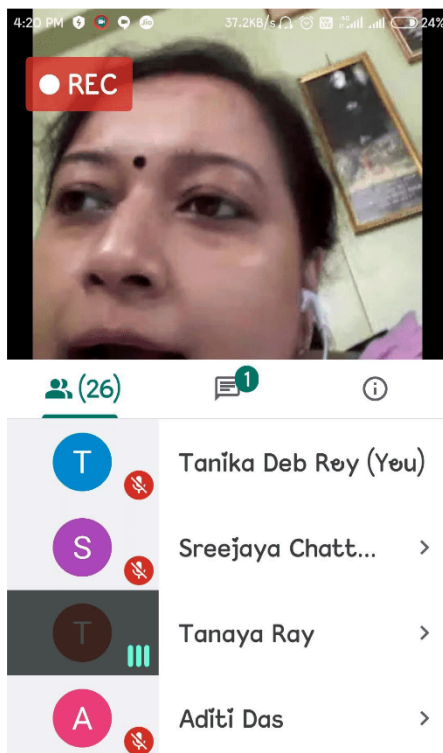
**Number of Teachers:** 04

**Number of Resource person:** 01

**Name of the Resource person:** Tanaya Ray; Faculty, Department of Journalism and Mass Communication, Hiralal Mazumdar Memorial College for Women

**Number of beneficiaries:** 26

**Brief description of the event:** Tanaya Ray; Faculty, Department of Journalism and Mass Communication, Hiralal Mazumdar Memorial College for Women, gave an insightful lecture on Role of Community Radio in Education after Post Covid Era. This topic is included in our CBCS syllabus under Sem 4 (CC-9). Our respected speaker showed a power point presentation, some pictures and videos on Role of Community Radio in Education after Post Covid Era. She also explained the main purpose of Community radio. Community radio's major purpose is to give those who do not have access to mainstream media a platform to share their opinions on issues related to community development. To help our students with any



questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know that Community radio stepped up during the COVID-19 epidemic as well to provide communities with details on how to stop the virus' spread and access the many services and entitlements. Community radio's major purpose is to provide a voice to those without access to mainstream media so they can share their opinions about community development. Students were enriched by the lecture and comprehended the perspective of Community Radio. They gathered knowledge that local perspectives on topics related to health, nutrition, education, agriculture, and other topics are given a forum by Community Radio. People immediately connect with the Community Radio program because it is in their own tongues and dialects. This informative Lecture was attended with enthusiasm by all 26 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about the role of community radio in education.

### 14. Multidisciplinary Online Lecture Series on Gender Studies

**Name:** Multidisciplinary Online Lecture Series on Gender Studies

**Topic:** Women and Media: Indian Perspective

**Category:** Departmental Activity: Multidisciplinary Online Lecture Series

**Organising Unit:** Gender Resource Centre in Collaboration with Department of Journalism and Mass Communication & IQAC, RKSMVV

**Date:** 28/1/2021

**Time:** 5:00 pm. Onwards

**Venue:** Google Meet Platform

**Number of Students:** 35

**Number of Resource Person:** 01

Ramakrishna Sarada Mission Vivekananda Vidyabhavan  
 REACCREDITED AT THE 'A' LEVEL BY NAAC (CYCLE 2), 2016  
 AFFILIATED TO WEST BENGAL STATE UNIVERSITY

MULTIDISCIPLINARY ONLINE LECTURE SERIES ON GENDER STUDIES

**GENDER RESOURCE CENTRE**  
 IN COLLABORATION WITH  
 DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**SPEAKER:**  
**DR. ARNAB KUMAR BANERJEE**

**DATE:** 28th January, 2021  
**TIME:** 5 pm - 6.30 pm

Gender Theory Pyramid: Masculinity, Femininity, Women's Studies, Gender Theory, Stereotypes, Equality, Sexuality.

Ramakrishna Sarada Mission Vivekananda Vidyabhavan  
 Dept of Journalism and Mass Communication  
 in collaboration with Gender Resource Centre  
 organizes a Webinar on 28/01/21  
 Topic: 'Women and Media: Indian Perspective'

Time	Session
5:00-5:05 PM	WELCOME ADDRESS (GRC)
5:05-5:10 PM	INTRODUCTION OF THE THEME (DEPARTMENT)
5:10-6:10 PM	SPEAKER: DR. ARNAB KUMAR BANERJEE, 'WOMEN AND MEDIA: INDIAN PERSPECTIVE'

**Name of the Resource Person:** Dr. Arnab Kumar Banerjee; Assistant Professor, Vijaygarh Jyotish Ray College.

**Number of Beneficiaries:** 35

**Brief description of the event:** This Lecture has been devised as an awareness lecture on Women and Media: Indian Perspective, organised by Gender Resource Centre in Collaboration with Department of Journalism and Mass Communication, RKSMVV. This topic is included in our CBCS syllabus under SEM 6 (PAPER CODE: JORADSE04T). Our respected speaker showed a power point presentation, some pictures and videos on Women and Media: Indian Perspective.

**Learning Outcome:** As we have this entitled topic in our syllabus named

Media Gender and Human Rights (PAPER

NAME-DSE03), students

participated in this lecture expected to gather knowledge

on the role of media in

demonstrating **Gender and**

**Women**. Students learned that

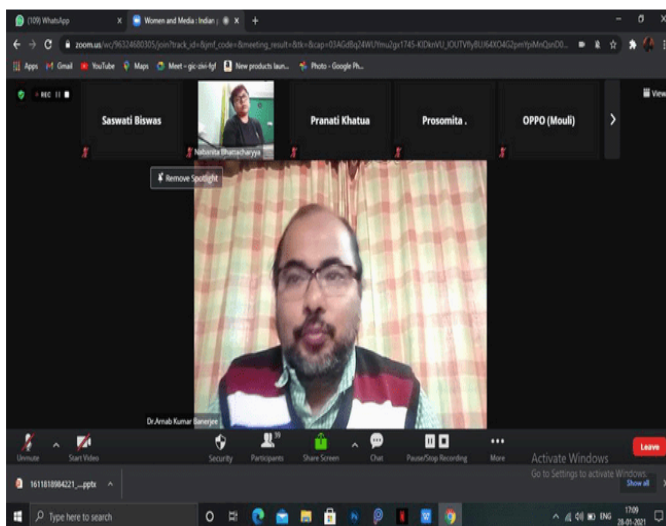
the way women are portrayed in

the media has been the subject

of multiple studies. According

to the women studies and media

researchers, the media



perpetuates sex stereotypes, practices sexism, and distorts the image of women.

Women are typically shown as having a subordinate and passive role in a

variety of movies, TV shows, and episodes. They are portrayed as housewives,

mothers, sisters, sisters-in-law, and other roles that include constant service and

care for other family members and community members. Students could analyse

the ways in which the media has a role in the shaping of identity women,

particularly along intersections of gender, race and class. Speaker had

thoroughly explained how various **Bengali Television Serials** identify the

**power structure and societal image of a woman** in society and promoting the

social justice and human rights of women in contemporary society.

## **15. Online Extension Lecture**

**Name:** Online Extension Lecture

**Topic:** “Aftermath Of 1st World War: Emergence of a New Expression”

**Category:** Departmental Activity- Extension Lecture (Online)

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 20/03/2021

**Time:** 9 am onwards

**Venue:** Google Meet Platform

**Number of Students:** 30

**Number of Teachers:** 4

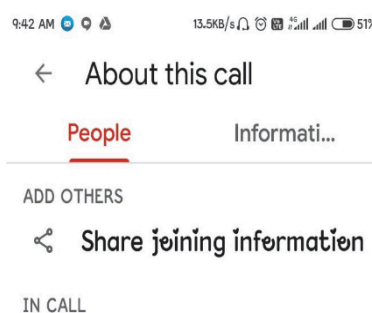
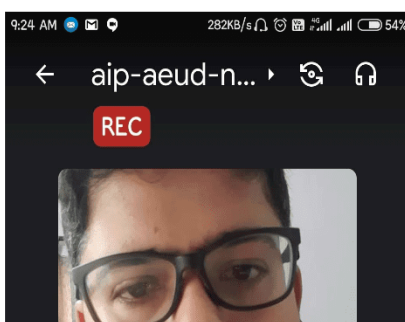
**Number of Resource Person:** 01

**Name of Resource Person:** Debjit Bagchi, Short Film Director & Producer

**Number of Beneficiaries:** 30

**Brief description of the event:**

Debjit Bagchi, Short Film Director & Producer, gave an insightful lecture on ‘Aftermath Of 1st World War: Emergence of a New Expression’. This topic is included in our CBCS old syllabus under Sem 6 (DSE3). Our respected speaker showed a power point presentation, some pictures and videos on Film expressionism. Our esteemed speaker also explained the scenario of expressionism film and described that before the First World War, numerous connected artistic trends in Germany that peaked in Berlin in the 1920s included the German expressionist movement in cinema. These changes were a part of a broader Expressionist movement that affected north and central European culture in areas like architecture, dance, painting, sculpture, and film. To help our students with any questions they had, we set up a question-and-answer session.



**Outcome:** Students came to know about the renowned

expressionism films like ‘The Student of Prague’ (1913), ‘The Cabinet of Dr. Caligari’ (1920), ‘From Morn to Midnight’ (1920), ‘The Golem: How He Came into the World’ (1920), ‘Genuine’ (1920), ‘Destiny’ (1921), ‘Nosferatu’ (1922), ‘Phantom’ (1922), and ‘Schatten’ (1923) are some of the earliest expressionist films, and they all include a strong symbolic and stylized element. Students learned that, as the name implies, German expressionist filmmakers portrayed the inner turmoil, fears, and ambitions of that age through visual distortion and hyper-expressive acting. German Expressionism gives the problems of its German audience of the 1920s an unavoidably exterior presence, reflecting their internal tensions. This informative Lecture was attended with enthusiasm by all 30 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about Expressionism era.

### **16. One Day National Level Webinar**

**Name:** One Day National Level Webinar: Disaster Management and communication: Challenges and Opportunities

**Topic:**

- Dr. Tapan Kumar Das (Assistant Professor, Cooch Behar College)-  
**“Cyclones and societal issues in Sundarban”.**
- Ajit Kumar Sil (Associate Professor, Bhairab Ganguly College)-  
**“Disaster Perception”.**
- Biswajit Mondal (Assistant Professor, Nahata JNMS Mahavidyalaya)-  
**“Man-made Disaster and its effect on Society.**
- Dr. Sourav Gupta, (Assistant Professor, Journalism and Mass Communication, Central University, Odisha)- **“Role of Media in Disaster Management – A Study of HAM Radio in Odisha”.**



**Category:** Departmental Activity: One Day National Level Webinar

**Organising Unit:** Department of Journalism and Mass Communication and Department of Geography in collaboration with IQAC, RKSMVU

**Date:** 10/8/2020

**Time:** 10:30am-1:00pm.

**Venue:** Google Meet Platform

**Number of Students:** 178

**Number of Resource Person:** 04

**Name of the Resource Person:**

1) Dr. Tapan Kumar Das, Assistant Professor, Geography, Cooch Behar College

2) Ajit Kumar Sil, Associate Professor, Geography, Bhairab Ganguly College

3) Biswajit Mondal, Assistant Professor, Geography, Nahata JNMS Mahavidyalaya.

4) Dr. Sourav Gupta, Assistant Professor, Journalism and Mass Communication, Central University, Odisha.

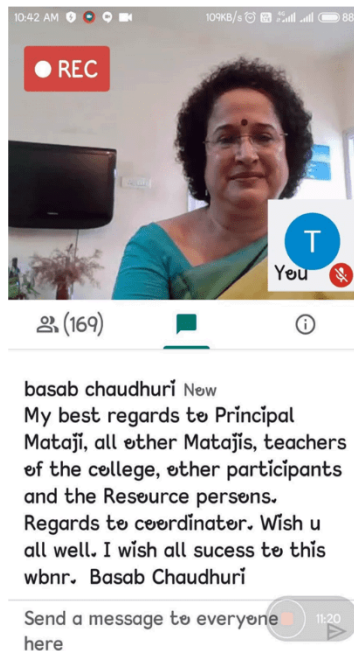
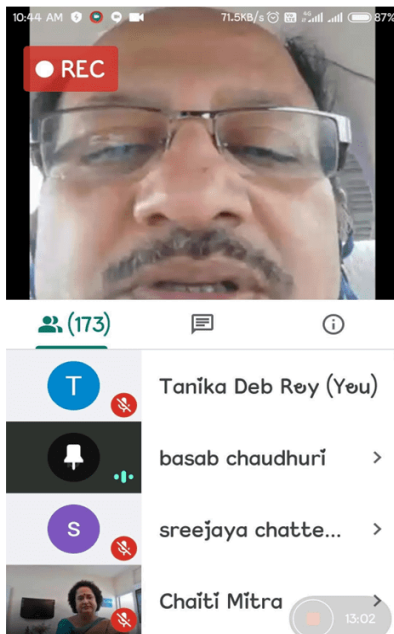
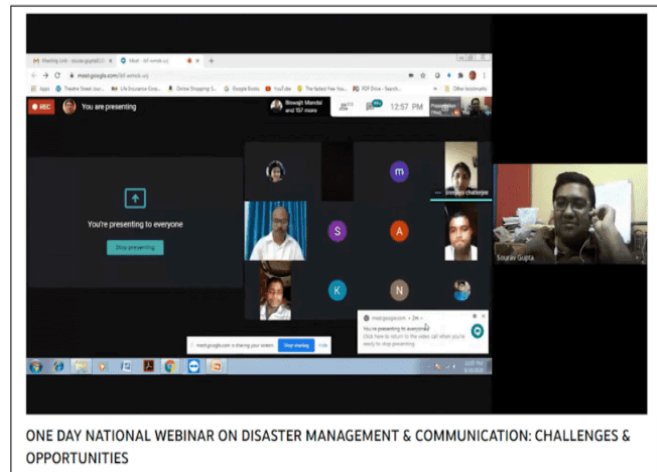
**Number of Beneficiaries:** 178

**Brief description of the event:** Dr. Tapan Kumar Das, Assistant Professor,

Geography, Cooch Behar College, gave an insightful lecture on “Cyclones and societal issues in Sundarban”. Ajit Kumar Sil, Associate Professor, Geography, Bhairab Ganguly College, delivered an excellent lecture on “Disaster

The poster is for a webinar titled "DISASTER MANAGEMENT & COMMUNICATION : CHALLENGES & OPPORTUNITIES" held on 10.08.2020 at 10:30 am - 1:00 pm. It is organized by the Department of Geography & Dept. of Journalism & Mass Communication in collaboration with IQAC, RKSMVU. The event is part of the Ramakrishna Sarada Mission Vivekananda VidyaBhavan, affiliated to West Bengal State University, accredited by NAAC - A Grade. The Chief Patron is Prof. Bhabanjan Prasad, RKSMVU. The Chief Guest is Prof. Beato Choudhuri, Hon'ble Vice Chancellor, West Bengal State University. The Organising Committee includes Soma Mukherjee, Snehasya Chatterjee, Nabendu Deb, and Tanika Deb Roy. The Joint Convenors are Anurita Prasad and Aditi Das. The Moderator is Dr. Chaiti Mitra. The speakers are Dr. Sourav Gupta (Topic: Role of media in Disaster Management: A study of HAM Radio in Odisha), Ajit Kumar Sil (Topic: Disaster Perception), Dr. Tapan Kumar Das (Topic: Cyclones & Societal Issues in Sundarban), and Biswajit Mondal (Topic: Man-made disaster & its effect on society). Registration is free and must be completed by 05.8.2020. E-certificates will be provided upon submission of the feedback form.

Perception”. Biswajit Mondal Assistant Professor, Geography, Nahata JNMS Mahavidyalaya, presented an insightful talk on “Man-made Disaster and its effect on Society”. Dr. Sourav Gupta, Assistant Professor, Journalism and Mass Communication, Central University, Odisha, gave an insightful lecture on Role of Media in Disaster Management – A Study of HAM Radio in Odisha. Our respected speakers showed power point presentations, some pictures and videos on their respective topics. Respected Speaker Dr. Sourav Gupta from the Department of Journalism and Mass Communication explained that in times of crisis and natural catastrophes, amateur radio (HAM radio) is frequently utilized as an emergency communication method when wirelines, cell phones, and other conventional terrestrial means of communication malfunction. HAM radio is not affected by network overload caused by cellular phones, in contrast to commercial systems. To help our students with any questions they had, we set up a question-and-answer session.



### Learning Outcome of the Programme:

Students came to know that Sundarban region is extremely vulnerable to tropical cyclones and their aftereffects, which might include salt water incursion, wall breaching, and flooding brought on by storm surges. It seriously impairs quality of life and livelihood. All the students had a clear vision on disaster

perception. They gathered knowledge about The National Disaster Management Authority in India. They learned that NDMA is in charge of making plans to

lessen the consequences of natural catastrophes as well as to foresee and prevent man-made disasters. Additionally, it manages how government agencies strengthen their capacities and respond to emergencies and disasters. Students also came to know that Ham radio serves as a powerful tool for raising awareness about disasters and aiding in preparation and disaster prevention. The media can inform the people before a crisis, but it is actually during the tragedy that it is most important. Disseminating information and raising awareness of the problem. This informative Lecture was attended with enthusiasm by all 178 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about ham radio and its uses to combat.

### **17. College Level One Day Webinar**

**Name:** College Level Webinar

**Topic:** Training on “Online class and e-content”

**Category:** Departmental Activity: Webinar & hands on training for students

**Organising Unit:** Department of Journalism and Mass Communication and Department of Geography in collaboration with IQAC

**Date:** 14/7/2020

**Time:** 11am-1:00pm.

**Venue:** Google Meet Platform

**Number of Students:** 111

**Number of Resource Person:** 02

**Name of Resource Person:**

1) DR. Tapan Kumar Das;  
Assistant Professor of  
Geography, Cooch Behar  
College

2) Prosenjit Dawn (assistant  
Professor of Zoology,  
Shyampur Siddheswari  
Mahavisyalaya, Ayodhya,  
Howrah"

**RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN**  
**Training on "Online class and e-content"**

**Organised by**  
DEPT. OF GEOGRAPHY & JOURNALISM AND MASS COMMUNICATION  
**One-day webinar & hands on training for students**

- Basic software applications for online learning
- Basic computer knowledge and web tools in online learning
- Use of Google Classroom, Google Meet, YouTube for active online teaching learning process

**Tentative schedule**

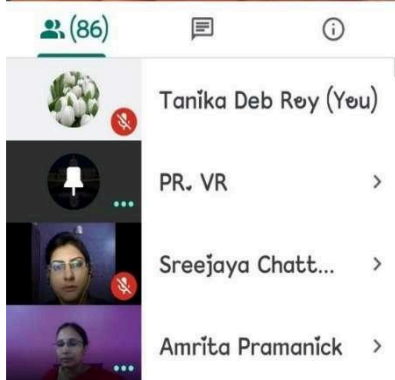
	14th July,2020 11.00 am- 12 noon <b>DR. TAPAN KUMAR DAS</b> ASSISTANT PROFESSOR OF GEOGRAPHY, COOCH BEHAR COLLEGE		14th July,2020 12 noon- 1.00pm. <b>PROSENJIT DAWN</b> ASSISTANT PROFESSOR OF ZOOLOGY, SHYAMPUR SIDDHESWARI MAHAVIDYALAYA, AYODHYA, HOWRAH
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Mrs. Aditi Das,  
Assistant Professor & HOD,  
Dept. Of Journalism and Mass communication  
Joint Convener

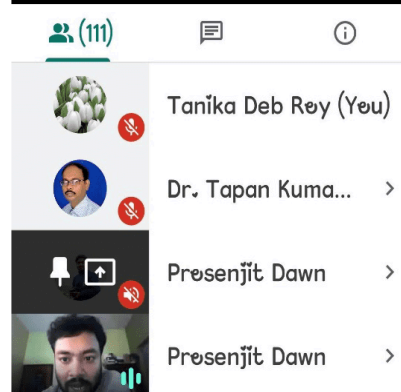
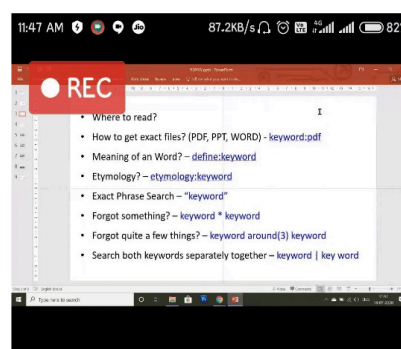
Mrs. Amrita Pramanick,  
Assistant Professor & HOD  
Dept. Of Geography  
Joint Convener

## Number of Beneficiaries: 111

**Brief description of the event:** DR. Tapan Kumar Das; Assistant Professor of Geography, Cooch Behar College and Prosenjit Dawn (assistant Professor of Zoology, Shyampur Siddheswari Mahavisyalaya, Ayodhya, Howrah, gave an insightful lecture on hands on training for students Training on "Online class and e-content". Our respected speaker showed power point presentation, some pictures and videos on online teaching and how to prepare the e-content for students in pandemic situation when all the school and colleges were closed to combat covid 19 era. To help our students with any questions they had, we set up a question-and-answer session.



**Learning Outcome:** During Covid 19 period teachers were also limited in their ability to instruct students through innovative means because of the nature of the online format. Some found it very challenging to make learning engaging and to engage their students in virtual space; they were used to using real items and role-playing to engage students in the classroom. This hands-on training webinar helped both the teacher and



student to understand the mode of online teaching learning process. Students came to know that the creation of a society that is rich in information is the goal of e-content development. Each member of society has the ability to produce, acquire, exchange, and use information for their own advancement. This informative Lecture was attended with enthusiasm by all 111 students of the department. Our department successfully handled the question-and-answer session, which helped students learn more specifically about the theme of the lecture.

**2021-2022**

### **18. Experiential Learning**

**Name of the Activity:** Visit to Science City

**Category:** Departmental Activity (Experiential Learning)

**Organising Unit:**

Department of Journalism and  
Mass Communication

**Date:** 7/6/2022

**Time:** 10-5pm.

**Venue:** Science City

**Number of Students:** 26

**Number of Teachers:** 3

**Number of Beneficiaries:** 26



**Brief description of the event:** The department of Journalism and Mass Communication had organised an experiential learning visit to Science City. Teachers asked the students to take interviews of the visitors there. They wrote a science feature. One must have a great command of language and the "gift of gab" in order to produce a quality feature story. The writer must also possess the necessary creative ability and critical thinking abilities to approach the subject

from several angles. These are some essential and vital components that can help our



feature become a compelling read and help you become recognized as a talented feature writer.

**Learning Outcome:** They were able to comprehend what a feature story means due to this hands-on learning trip to Science City. The distinctions between a "news story" and a "feature," a "editorial" and a "feature," and a "backgrounder" and a "feature" are all understood by the students. They also learn about the different kinds, types, and categories of features, write a feature article themselves, and, lastly, comprehend how to write features for a living. Students came to know that feature had many different types and are widely used in magazines, newspapers and online. A feature will often cover an issue in greater depth than a news story would do; or it might look at an ongoing story from a different angle. All 26 students of the department were incredibly excited to attend this educational visit.



## **19. Extension Lecture on Sports Journalism**

**Name:** Extension Lecture

**Topic:** Quest for ideas in Sports Journalism

**Category:** Departmental Activity

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 2/03/22

**Time:** 11 am onwards

**Venue:** Smart Classroom, RKSMVV

**Number of Students:** 20

**Number of Teachers:** 4

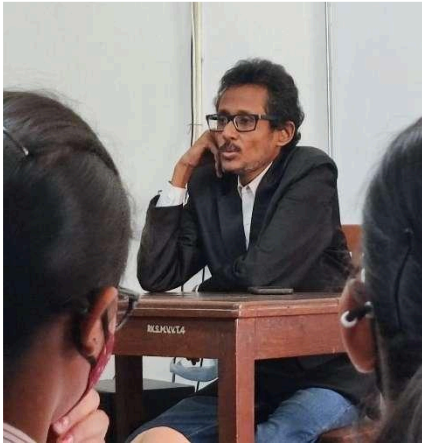
**Number of Resource Person:** 01

A poster for an extension lecture. At the top left is the logo of Ramakrishna Sarada Mission. The text on the poster reads: 'RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION ORGANISES EXTENSION LECTURE TOPIC: "QUEST FOR IDEAS IN SPORTS JOURNALISM"'. Below this is a photo of the speaker, Arghya Bandopadhyay, a man with glasses and a dark suit. To the right of the photo, it says 'SPEAKER: ARGHYA BANDOPADHYAY SPECIAL CORRESPONDENT, EI SAMAY'. At the bottom, it says 'DATE: 02/03/2022'. The background of the poster is white with pink floral patterns.

**Name of Resource Person:** Arghya Bandopadhyay, Special Correspondent; Ei Samay

**Number of Beneficiaries:** 20

**Brief description of the event:** An extension lecture was conducted by the department of Journalism and Mass Communication on 2/03/2022. Mr. Arghya



Bandopadhyay, Special Correspondent; Ei Samay, gave an insightful lecture on Sports Journalism. Our distinguished speaker talked about how the number of stakeholders has increased as the sports sector has grown. At the municipal, regional, national, and international levels, a great deal of competitions and events are being held in a variety of games. The government is attempting to raise awareness and encourage citizens to participate in sports starting in elementary school as a result of

realizing the value of sports. All social classes and professions are having talks and debates about sports and sports legislation. Numerous sports-related TV and radio stations, newspapers, magazines, and websites have started to meet this need of sports entertainment and information. His informative talk and wealth of sports knowledge were excellent. To help our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know that in reporting the news, they will also be expected to analyze the game. After earning your degree in sports journalism, one can work in publications, radio, and television. Nowadays, online media is growing quickly, broadening the range of possible careers in this area.

Students will be able to know the development and spread of sports in India; enumerate the advantages of sports for society; talk about the state of sports reporting in the media nowadays; enumerate the attributes and competencies expected of a sports writer; and talk about the new directions in sports journalism. Our



department successfully handled the question-and-answer session, which helped students learn more specifically about Sports journalism.

## 20. Extension Lecture on “Trans-media Storytelling”

**Name:** Extension Lecture

**Topic:** “Trans-media Storytelling: Selling a lifetime of Experience using Digital Technology”

**Category:** Departmental Activity

**Organising Unit:** Department of Journalism and mass communication

**Date:** 22/2/2022

**Time:** 11am. Onwards

**Venue:** Smart Classroom, RKSMVV

**Number of Students:** 20

**Number of Teachers:**

**Number of Resource Person:** 1

**Name of Resource**

**Person:** Dr. Sujata Mukherjee, Assistant

Professor and Head, Dept of Journalism and Mass Communication, HMM College for Women

**Number of Beneficiaries:** 20

**Brief description of the event:**

An extension lecture was conducted in the department on 22/02/22 for all the students of



3





Journalism and Mass Communication- Honours. Dr. Sujata Mukherjee, Assistant Professor and Head, Dept of Journalism and Mass Communication, HMM College for Women, was the resource person for that day. The topic of the lecture was “Transmedia Storytelling: Selling a lifetime of Experience using Digital Technology”. Our eminent speaker gave an insightful lecture on Trans-media storytelling. As our esteemed speaker explained that the concept of delivering a single story or story experience across numerous platforms and formats using modern digital technology is known as transmedia storytelling, also referred to as transmedia narrative or multiplatform storytelling. Our distinguished speaker talked about how the entertainment sector has adopted transmedia storytelling and seen its potential for building profitable franchises.

**Learning outcome:** Through this thought-provoking discussion, students gain a knowledge of how trans-media storytelling enables the telling of personal stories from the perspective of an audience that may not be familiar with the author's own experiences. Additionally, social media platforms and websites like YouTube make it simple to share digital stories with others. Multimedia tools are used in digital storytelling to bring stories to life. Additionally, they learned how digital stories can be used to present an argument, retell a historical event, teach an idea, or reflect on a personal experience. Videos that tell a story using audio, visuals, and video clips are called digital stories. All the teachers and 30 students were present there. After the lecture there was a question answer session for the listeners. The lecture was interactive and students got the opportunities to enhance their knowledge.

**2022-2023**

## ***21. Experiential Learning***

**Name:** Experiential Learning

**Topic:** Book fair Reporting

**Category:** Departmental Activity (Experiential Learning)

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 10/2/2023

**Time:** 11am onwards

**Venue:** Kolkata Book Fair

**Number of Students:** 36

**Number of Teachers:** 4

**Number of Beneficiaries:** 36

**Brief description of the event:** The Department of Journalism and Mass Communication had organized this visit for experiential learning with semester 2, 4 and 6 students. We went to the 46th Kolkata Book Fair, so that the students could



conduct interviews with visitors or book lovers. Spain was the theme country for International Kolkata Book fair. Students were asked to take pictures of the surroundings. Students had hands-on experience to understand the visual forms and aesthetic functions of photography. Students also learn how to **capture pictures and practice lighting**.

**Learning outcome:** As the students were asked to take pictures and conduct an interview of the visitors, they had hands on experience to gain knowledge on the techniques of photography and gather knowledge to

make questionnaire. Experiential learning, advances students' work and life skills, promotes deeper learning, and improves academic results. What constitutes a journalistic interview, journalistic interviewing techniques, and considerations are all covered in this piece. Students will be able to understand the various ways of gathering information by asking people questions. They will understand how to decide between the different types of interviews and also developed the skills needed for approaching different types of interviews. Students will be able to comprehend that a journalist interview consists of an exchange of ideas between a journalist and a source who offers details on a certain topic or issue. The purpose of an interview is to give journalists first-hand knowledge about a specific topic so they may utilize it to write stories, produce content, or research it further. This experiential learning visit is very crucial part of their learning because through this, students get an understanding of their abilities to build relationships and sources, observe with objectivity, communicate clearly, work well in a team, and handle pressure from both inside and outside the news organization.

## 22. Celebration of Satyajit Ray's Birth Anniversary

**Name of the Event**– Celebrating the 102<sup>nd</sup> birth anniversary of Satyajit Ray

**Category:** Departmental Activity  
(Celebration)

**Organizing unit** – Department of Journalism and Mass Communication in collaboration with IQAC

**Date** – 2/5/2023

**Time** – 12 pm. Onwards

**Venue:** Room Number 35, RKSMVV

**Number of students** – 16

**Number of teachers** – 4

**Number of Beneficiaries:** 16

**Brief description of the event** – To commemorate the 102<sup>nd</sup> birth anniversary of



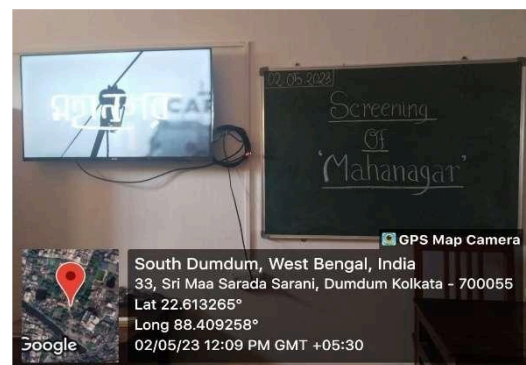
The poster is orange with white and black text. At the top is the logo of Ramakrishna Sarada Mission Vivekananda Vidyabhavan. Below it, the text reads: 'RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN', 'Journalism and Mass Communication Department in collaboration with IQAC', 'organizes the screening of 'Mahanager'', 'in celebration of Satyajit Ray's Birth Anniversary', 'On Date: 2nd May, 2023', 'Venue: Room 35', 'Time: 12 pm onwards'. On the left side of the poster is a black and white illustration of a woman in a sari.



Satyajit Ray on 2<sup>nd</sup> May 2023, the department of Journalism and Mass

Communication in collaboration with IQAC held the screening of MAHANAGAR - one of the renowned films directed by the ace director. This film exhibits the middle-class morality of the 60's and shows how development enforces change in gender roles. *Mahanagar* is based on *Abataranika*, a novel by Narendranath Mitra narrating the story of a housewife who sheds her traditionalist family by getting job as a saleswoman and hence breaking a number of gender roles. The altered power equations in a patriarchal, lower middle class Bengali household strengthens feminism and women empowerment depicted through the plot, dialogues, body language and self-confidence of the different characters portrayed. 16 students of Journalism and Mass Communication watched the film from 12pm onwards.

**Learning Outcome** – The students will have a knowledge about the film's content, form and structure and develop an understanding of film language, terminology further leading to analysing the ways in which film language constructs meaning and ideology. The students will understand the relationship between film form and its historical and cultural contexts. After seeing the entire film, the students will be able to describe how a film offers a set of social, political and cultural ideas and questions through form and content. The students will also be able to build active viewing skills and write a film review. Playing a movie for students to practice character and topic analysis is a great teaching method because many students need a visual aid to fully comprehend a concept. Students can also learn how location, mood, and atmosphere are produced and utilized for effect by screening movies.



### 23. Celebration of National Cinema Day

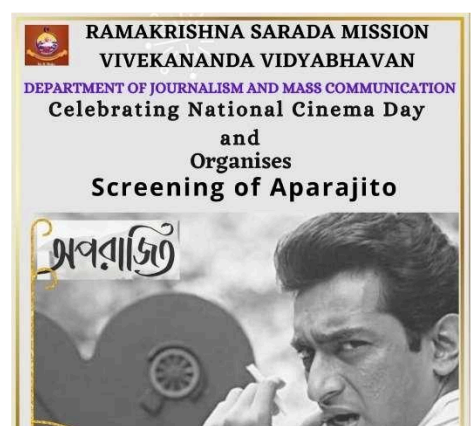
**Name of the Event** – National Cinema Day Celebration: Screening of Aparajito

**Category:** Departmental Activity (Celebration)

**Organizing unit** – Department of Journalism and Mass Communication

**Date** – 16/9/2022

**Time** – 11:15 am – 1:45 pm.



**Venue-** Room Number 15, RKSMVV

**Number of students – 15**

**Number of teachers – 4**

**Number of Beneficiaries- 15**

**Brief description of the event –** To celebrate the National Cinema Day, the screening of the much-famed film ‘APARAJITO’ directed by Anik Dutta was shown to the students. The film is a tribute to Satyajit Ray. The film follows the struggles and success story of a young ad professional, Aparajito Ray while making his debut film, Pather Padaboli. 15 students of the department of Journalism and Mass Communication celebrated the National Cinema Day with much enthusiasm. After the screening of the film, the students had a group discussion where they discussed different aspects of the film. They also wrote a film review of the same.

**Learning Outcomes-** The students will have a knowledge



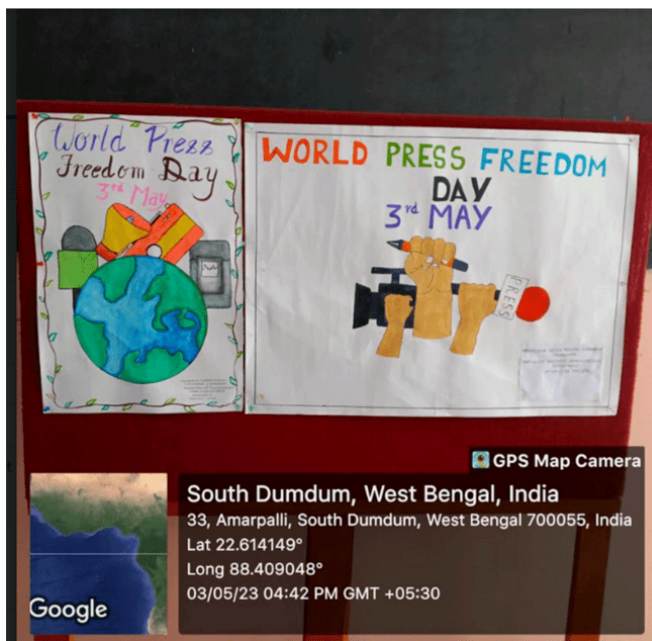
about the film’s content, form and structure and develop an understanding of film language, terminology further leading to analyzing the ways in which film language constructs meaning and ideology. The students will understand the relationship between film form and its historical and cultural contexts. After seeing the entire film, the students will be able to describe how a film offers a set of social, political and cultural ideas and questions through form and content. The ability to study film from a range of disciplinary perspectives will enable students to appreciate the beauty of the cinematic language that indicates certain of our greatest cultural stories, in addition to being able to interpret the complex visual texts that influence our image-driven society. The students will also be able to build active viewing skills and write a film review. Playing a movie for students to practice character and topic analysis is a great teaching method because many students need a visual aid to fully comprehend a concept. Students can also

learn how location, mood, and atmosphere are produced and utilized for effect by screening movies.

## 24. Celebration of World Press Freedom Day

**Name of the Event** – World Press Freedom Day Celebration

**Category-** Departmental Activity (Celebration)



**Organizing unit** – Department of Journalism and Mass Communication

**Date** – 3/5/2023

**Time** – 12 pm. Onwards

**Venue-** College Campus, RKSMVV

**Number of students** – 15

**Number of teachers** – 4

**Number of Beneficiaries-** 15

**Brief description of the event**

– The students of the

department of Journalism and Mass Communication made a pictorial representation through

posters and chart to celebrate

the 30th anniversary of

World Press Freedom Day.

World Press Freedom Day,

also known as World Press Day, was established by the

UN General Assembly on

May 3rd to commemorate

the anniversary of the

Windhoek Declaration, a

declaration of free press

principles drafted by African

newspaper journalists in

Windhoek in 1991, and to



draw attention to the value of press freedom. The declaration also serves as a reminder to governments of their obligation to respect and uphold the right to freedom of expression as guaranteed by Article 19 of the 1948 Universal Declaration of Human Rights. World Press Freedom Day was proclaimed by the UN General Assembly in December 1993, following the recommendation of UNESCO'S General Conference. Through their pictorial representation they voiced on fundamental principles of press freedom and its need. With the help of 15 students, two charts were made for the event.

**Learning Outcome** – Being associated with the department of Journalism and Mass Communication, they would honour the essential components of the freedom of the press. They would be able to assess the status of press freedom in various parts of the world and compare the status and data with our country, India. Being a media student, they can also play an active role in informing general public about the violations against media people. They would also have knowledge about how important is press freedom in fostering democracy and also why MEDIA is the fourth pillar of democracy. The poster or chart design format will become more understandable to the students. Students will gain knowledge of picture editing methods and how to use colour palettes that are confined. The use of images and content production from various sources will be understood by the students. Students will also get a visual assistance that will aid in their understanding of the content. Students' attention spans can be maintained during lessons with the aid of an engaging charts. It might also serve as a reminder of the lessons after the event.

## 25. World Radio Day Celebration

**Name of the Event** – World Radio Day Celebration

**Category-** Departmental Activity (Celebration)

**Organizing unit** – Department of Journalism and Mass Communication

**Date** – 13/2/2023

**Time** – 1:45 onwards

**Venue-** Room Number 15 &  
College Campus, RKSMVV

**Number of students** – 6



**Number of teachers – 4**

**Number of Beneficiaries- 6**

**Brief description of the event** – The students of the department of Journalism and Mass Communication gave a **Power point presentation** and made a **poster** to celebrate World Radio Day. This day is an international day celebrated on the 13th of February each year. The Day was decided by UNESCO on 3 November 2011 during its 36th conference. "New World, New Radio" was the topic for 2021, and it highlighted how radio shaped and adjusted to the changes brought about by the COVID-19 epidemic. World Radio Day 2023 was celebrated on Monday 13 February. The **theme** for the 12th edition of World Radio Day was **“Radio and Peace “**. UNESCO highlights independent radio as a pillar for conflict prevention and peacebuilding. Through their pictorial representation they voiced on fundamental principles of press freedom and its need.



**Learning Outcome** – Being associated with the department of Journalism and Mass Communication, they would honour to spread awareness about the radio as a medium of providing information on diverse cultures and traditions through the power point presentation and poster making event. Since the century, it played an important role in the life of people and so this year's theme

is focussing on radio and its diversity. Radio is a powerful medium for celebrating humanity in all its diversity and constitutes a platform for democratic discourse. Students can also play an active role in informing general public about the violations against media people. The poster or chart design format will become more understandable to the students. Students will gain knowledge of picture editing methods and how to use colour palettes that are confined. Posters make it simple for individuals to obtain information. It gives



people who prefer visuals over words (such as people from various backgrounds whose native tongue is not the dominant language) that can be the easier methods to process information. The use of images and content production from various sources will be understood by the students. Students will also get a visual assistance that will aid in their understanding of the content. Students' attention spans can be maintained during lessons with the aid of an engaging charts. It might also serve as a reminder of the lessons after the event.

## 26. Excursion: Visit to Deulti

**Name of the Activity:** Visit to Deulti, the habitat of the famous Bengali novelist Late Sarat Chandra Chattopadhyay.

**Category:** Departmental Activity (Excursion)

**Organising unit:** Department of Journalism and Mass Communication

**Date:** 23/12/2022

**Time:** 9am.– 6pm.

**Venue:** Deulti, Howrah

**Number of Students:** 22

**Number of Teachers:** 03

**Number of Beneficiaries:** 22



### Brief

**Description of the event:** Sarat Chandra Chattopadhyay is a famous name and was quite popular among the locals. In the Deulti, there is a Sarat Chandra Kuthi, a historical site that West Bengal tourism has maintained and repaired. You will feel incredibly satisfied after taking a tour of the legendary author's former residence.

The location is beside the Roopnarayan River. The location is 6 kilometers to



Bagnan's west in the West Bengali district of Howrah. There is the greatest tranquillity permeating the space. Although the Photographical Appreciation course (Sem 5: Paper Name: DSE02/Paper Code: GE2) is on our honours and general syllabuses, this event is organized by the Department of Journalism. Mass communication and journalism students took pictures.

**Program Outcome:** Students had hands-on experience to understand the visual forms and aesthetic functions of photography. Students came to know the technical part of the photography, use of Shutter speed, use of Camera aperture. Students were able to process information about different types of cameras and



its uses in photography. Students will learn how to evaluate and understand news through this educational excursion.

Students learned photography techniques, which can also help them express their artistic vision and view the world in novel ways. They also understand the role of aperture, shutter speed and ISO in photography; and improve their photography skills. Students also learn how to capture pictures and practice

lighting. Students' intellectual and psychological growth is positively impacted by field trips or excursion. Along with enriching cultures and raising self-esteem, they also improve learning and academic performance and social skills and confidence. We should make sure that field trips are included in their curriculum.

### **Few Images captured by our Odd Semester students-**

1. Sayahnika Mishra (JORA Sem 1)
2. Poushali Bose (Sem 3\_GE)
3. Bidisha Roy (JORA Sem 5)



Sahayahika Mishra  
Sem 1  
23/12/22



Name: Poushali Bose  
Date: 23/12/2022  
Semester -3(GE - 3)



BIDISHA ROY, SEM 5 (JORADSE03T)

## 27. Extension Lecture on Development Communication

**Name of the Activity:** Extension Lecture

**Topic:** “Development communication and film as a medium of communication for Development”

**Category:** Departmental Activity: Extension Lecture

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 01-03-2023

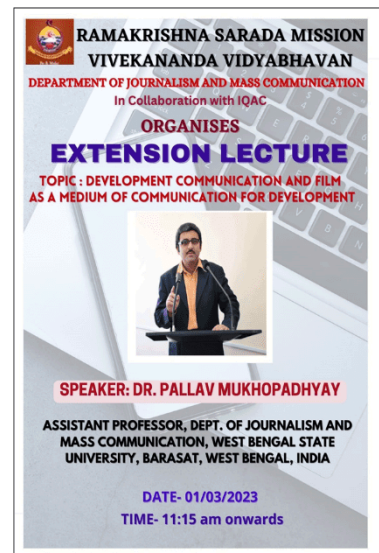


**Time:** 11:15 am onwards

**Venue:** Smart Classroom, RKSMVV

**Number of Students:** 36

**Number of Teachers:** 4



**Number of Resource Person:** 01

**Name of Resource Person:** Dr. Pallav Mukhopadhyay; Assistant Professor, Department of Journalism and Mass Communication, West Bengal State University.

**Number of Beneficiaries:** 36

**Brief description of the event:** An extension lecture was conducted by the Department of Journalism and Mass Communication. Dr. Pallav Mukhopadhyay, Assistant Professor, Department of Journalism and Mass Communication, West Bengal State University, gave an insightful lecture on



Development Communication and film as a medium of communication for



Development. His informative talk and knowledge in development communication were excellent. To help our students with any questions they had, we set up a question-and-answer session.

**Learning Outcome:** Students came to know that a film has advantages and downsides as a communication tool and the term "development communication" describes the application of communication to support social development. Techniques for development communication include behaviour modification, social marketing, media advocacy, community engagement, information sharing and education, and social mobilization. One of the most obvious and important advantages of using a movie as a communication tool is the chance to convey an argument visually and, as a result, forge a better connection with the audience. Students discovered that there are three methods for connecting communication to development. These are multiplicity of information, empathy, and dissemination. Our department successfully handled the question-and-answer session, which helped students learn more specifically about Development communication and film as a medium of communication for Development.



## 28. Workshop-Digital Hygiene and Understanding Misinformation

**Name of the Activity-** A One day Workshop

**Topic:** “Digital Hygiene and Understanding Misinformation”

**Category** – Departmental Activity

**Organizing unit** –  
Department of Journalism  
and Mass Communication,  
RKSMVV in collaboration  
with IQAC

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**Date** – 02/12/2022

**Time** – 11am to 1 pm.

**Venue**- Smart Classroom, RKSMVV

**Number of students** – 37



**Number of Resource Person:** 1

**Name of Resource Person:**  
Mr. Joydeep Das Gupta,  
Editor, News Sense

Trainer, GNI India Training Network

**Number of Beneficiaries:**  
37

**Number of teachers** – 4

**Brief description of the event** – A One day Workshop titled “Digital

Hygiene and Understanding Misinformation” was organised by the Department of Journalism and Mass Communication, RKSMVV in collaboration with IQAC on 02/12/22. The speaker Mr. Joydeep Das Gupta was brilliant and explained beautifully how to understand the misinformation in the pool of digital media channels. Being a representative of Google Network, he mainly focused on identification of Fake news on Google. Our eminent speaker explained that false or misleading information that poses as reliable news is referred to as fake news. Fake news typically belongs to one of two categories:

- Stories that are purposefully erroneous, meaning that the authors are aware of their falsity yet choose to publish them anyhow. This could be done to influence public opinion or increase visitors to a certain website.
- Narratives with some truth to them, but largely false. This could occur from the author's



failure to verify all of their information or from their exaggeration of some details in order to support a point.

**Outcomes-** The Workshop was very insightful for the students. Our students obtained a lot of information from the workshop. The term "fake news" was first used in the 19th century, so students learned that misinformation is not a new phenomenon, but that its creation and dissemination have changed as a result of the internet and social media. Before the internet, news was typically obtained via reliable media outlets whose reporters had to abide by stringent ethical standards. With few editorial standards or oversight, the internet made it possible to produce, exchange, and consume news and information in new ways. Nowadays, a lot of people get their news from social media and other online sources, but it's not always simple to tell which stories are true and which are not. All the four teachers and students were present and did all the Hands-on activities enthusiastically.

## **29. Workshop on Understanding the Audio Landscape through Radio Talk & Radio News Script**

**Name-** A One-day Workshop

**Topic:** “Understanding the Audio Landscape through Radio Talk & Radio News Script”

**Category-** Departmental Activity

**Organizing unit** – Department of Journalism and Mass Communication, RKSMVV in collaboration with IQAC

**Date** – 16/12/2022

**Time** – 11:15 am. – 12:15 pm.

**Venue-** Room Number 25, RKSMVV

**Number of students** – 34

**Number of teachers** – 4



## Number of Resource Person - 01



**Name of Resource Person -** Smt. Chayanika Dutta Gupta, Radio Jockey (RJ), All India Radio.

**Number of beneficiaries** - 34

**Brief description of the event –** A One-day Workshop titled “Understanding the Audio Landscape through Radio Talk & Radio News Script” was organised by

the department of Journalism and Mass Communication, RKSMVV in collaboration with IQAC, on 16/12/22. The speaker, eminent Radio Jockey (RJ) Smt. Chayanika Dutta Gupta was excellent in her enriched lecture. She shared her real-life experience as a RJ and did some hands-on activities with students on radio script that day. So as for the presenter to be successful, they must persuade the audience to tune in to the program. It is clear that a presenter's function becomes essential in building and sustaining a lively relationship with the listener who is not visible. Because of its baffling diversity, India is virtually always the case when the profile of the unseen listener is complex and diversified, making it even more so. The task of providing services to all social classes without discrimination or exclusion is particularly large for public service broadcasters, which makes the presenter's position even more important. She also discussed that since radio is a sound medium, radio hosts should have a pleasant, high-quality voice, command of the broadcast language or accent, clear pronunciation, good diction, confidence, and a natural flow of speech. They ought to possess "the gift of the gab," which is another term for "the ability to speak with eloquence and fluency."

**Learning Outcome-** Following the workshop, students will have gained an understanding of the significance of presentations, be able to recognize different types of presenters and their qualities, be able to adapt a script for





radio use, and, with enough planning and practice, create their own unique presentation style. Students came to know that since radio is a sound medium, radio hosts should have a pleasant, high-quality voice, command of the broadcast language or accent, clear pronunciation, good diction, confidence, and a natural flow of speech. They ought to possess "the gift of the gab," which is another term for "the ability to speak with eloquence and fluency". Presenters serve as the connection between the broadcasting organization and its audience, functioning as its spokespeople. The listener connects with the presenters and builds a rapport with them, even when the organization's internal hierarchy and program production team stay in the background. A presenter is something like a salesperson in that they are expected to be fully informed on the nature, substance, and tone of the program they will be presenting. All the four faculties & 34 students of this department enthusiastically participated in this fruitful workshop.

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**2023-2024**

**1. Students' Seminar Presentation: Women's Day Celebration**

**Name of the Event:** A One-day Students' Seminar Presentation

**Topic:** Celebrating International Women's Day- Empowering Voices: Women's Role in Journalism.

**Category-** Departmental Activity

**Organizing unit** – Department of Journalism and Mass Communication, RKSMVV

**Date:** 07.03.2024

**Time** – 11:15 am. onwards

**Venue:** Room No. 8, RKSMVV

**Number of students** – 35

**Teachers:** 3

**Number of beneficiaries** - 35

**Speakers from the Students:**

1. Ayantika Mondal (Semester 1)
2. Madhurima Bhar (Semester 4)
3. Sohag Guha (Semester 4)
4. Shreyashi Saha (Semester 6)
5. Sudipa Mondal (Semester 6)

**Total Number of Participants:** 38

**Brief Description of the Event:** The Students' Seminar Presentation, held in celebration of Women's Day, was organized by the Department of Journalism and Mass Communication at RKSMVV on the 07th of March, 2024. The event aimed to highlight the significance of Women's Day and provide a platform for students to discuss various topics related to women's rights, achievements, and ongoing challenges. The seminar was initiated by Prof. Nabanita Bhattacharyya, who delivered a brief introduction emphasizing the importance of Women's Day and the role of media in advocating for gender equality in Media. The presentations

from the students were insightful, each touching upon different aspects of women's contributions to society.

*Madhurima Bhar* and *Sohag Guha* from Semester 4 spoke on the history and evolution of Women's Day, shedding light on how it has become a global movement. *Shreyasi Saha* and *Sudipa Mondal*, both from Semester 6, presented on the role of women in media and how female journalists have shaped the industry over the years. Lastly, *Ayantika Mondal*, a Semester 1 student, hosted the seminar also, discussed the representation of women in contemporary media, highlighting the progress made and the challenges that still exist.

The event witnessed active participation from both students and teachers, with a total of 38 attendees. The seminar concluded with a Q&A session, where participants engaged in thoughtful discussions on the topics presented.

**Learning Outcome:** The seminar provided students with a deeper understanding of the historical, cultural, and societal significance of Women's Day. It enabled them to explore the critical role that media plays in shaping public perception and advocating for women's rights. Through their research and presentations, students gained valuable insights into the progress made in gender equality and the challenges that remain. The event also fostered a collaborative learning environment, where students were able to express their views and learn from one another, enhancing their public speaking, research, and critical thinking skills. The seminar reinforced the importance of continued advocacy for gender equality, inspiring students to contribute positively to this ongoing movement.

The seminar on Women's Day celebration served as a significant learning experience for the students involved. Through their research, preparation, and presentations, students gained a deeper understanding of the historical and contemporary issues surrounding gender equality and women's rights. The event provided them with the opportunity to explore the contributions of women across various fields, understand the challenges women continue to face, and the role of media in shaping societal views on gender.

### **Objectives of the Event:**

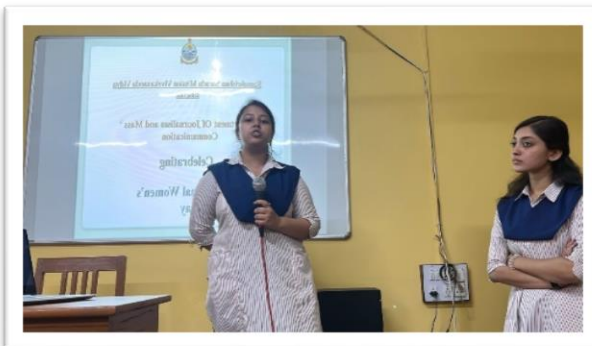
- **Enhanced Knowledge of Women's Rights and History:** Students developed a stronger grasp of the historical context and the ongoing struggles for women's rights, understanding the importance of advocacy and the role that events like Women's Day play in raising awareness.
- **Critical Thinking and Analytical Skills:** By engaging with complex topics such as gender representation in media, the students were able to

hone their critical thinking skills, analyzing how media influences public perception of gender roles and how it can be leveraged for positive change.

- **Public Speaking and Communication Skills:** Presenting their ideas to an audience helped students improve their public speaking abilities. They learned how to structure a coherent argument, present it effectively, and engage with questions and feedback from peers and teachers.
- **Collaborative Learning and Peer Engagement:** The seminar fostered a collaborative learning environment where students could learn from each other's perspectives and research, encouraging teamwork and peer-to-peer interaction.
- **Awareness and Advocacy:** The event inspired students to become more active in advocating for gender equality. It emphasized the importance of continuing the conversation around women's rights and motivated students to contribute positively to society's ongoing efforts to achieve gender parity.
- **Research and Academic Skills:** Preparing for the seminar required students to conduct thorough research, enhancing their academic skills, including information gathering, synthesis, and presentation. This experience will benefit them in future academic endeavours and professional development.

Overall, the seminar not only educated the students on the importance of Women's Day but also empowered them with the skills and knowledge to continue advocating for gender equality in their future careers and personal lives.

**Pictures:**



**1. EXTENSION LECTURE**

**Name of the Activity:** Extension Lecture

**Topic:** "Media and Development"

**Category:** Departmental Activity: Extension Lecture

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 13-03-2024

**Time:** 12:15 pm onwards

**Venue:** Room Number 8, RKSMVV

**Number of Students:** 29

**Number of Teachers:** 03 (Aditi Das, Sreejaya Chatterjee and Tanika Deb Roy)

**Number of Resource Person:** 01

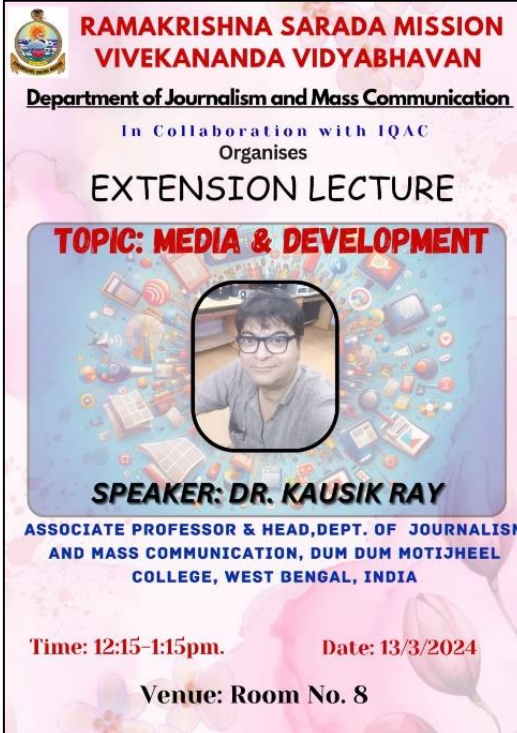
**Name of Resource Person:** Dr. Kausik Ray; Associate Professor, Department of Journalism and Mass Communication, Dum Dum Motijheel College.

**Number of Beneficiaries:** 29

**Brief description of the event:** An extension lecture was conducted by the Department of Journalism and Mass Communication on 13<sup>th</sup> March, 2024. Dr. Kausik Ray, Associate Professor, Department of Journalism and Mass Communication, Dum Dum Motijheel College, gave an insightful and thought-provoking lecture on “Media and Development”. In his welcome address Smt. Tanika Deb Roy introduced Assistant Prof. Kausik Ray as an eminent Media Educator and academician who has achieved laurels in the area of Development Communication, Advertising, and Sports journalism. Dr. Ray has 24 years of Experience as media educator. His informative talk and knowledge in development communication were excellent. The lecture was attended by the teachers and Even and Odd Semester (Sem 1, 4 & 6) students of our department. To help our students with any questions they had, we set up a question-and-answer session. A formal vote of thanks was proposed by Assistant Professor Aditi Das, Head of the Department, who thanked the revered speaker for delivering a thought-provoking lecture.

**Learning Outcome:** Dr. Kausik Ray highlighted the relevance of the topic and also talked about the **transforming role** of media in development communication, as it seeks social change in the direction of the higher quality of life and **a socializing role**, by seeking to maintain some of the established values of the society. He also threw light on the matter that in development communication, media should spread knowledge on these relevant areas: government should provide adequate food and clean drinking water, decent shelter; education; security of livelihood, help people to participate in decision making, uphold a person’s dignity and self-respect and also consider the case of the high-yielding seed variety. Farmers are able to raise their crop manifold after adoption and more money will be available to purchase equipment, animals, or land as a result. Students came to know that Communication and media play a

vital role to support social development and a significant amount of social transformation is necessary. People must be educated, persuaded, and informed in order to achieve it. Information must flow both from and to them in order to meet their needs and allow them to take part in acts and decisions in nation-building. It also needs to move vertically in order for decisions to be made. Our eminent speaker stated that using communication for growth requires a lot of feedback. communication should never be one-way. It should be feasible for users to provide implementors meaningful feedback. He also shared some detailed information on the Basic Need Approach. He stated that Poverty is the state experienced by those who are unable to achieve their fundamental needs. The methodology comprised determining and assessing welfare outcomes and concentrated on standards of non-material needs like political liberty, employment, and participation as well as material needs like food, clothing, and shelter. Our department successfully handled the question-and-answer session, which helped students learn more specifically about Development communication and the significance of media in development.



**RAMAKRISHNA SARADA MISSION  
VIVEKANANDA VIDYABHAVAN**  
**Department of Journalism and Mass Communication**  
In Collaboration with IQAC  
Organises  
**EXTENSION LECTURE**  
**TOPIC: MEDIA & DEVELOPMENT**  
**SPEAKER: DR. KAUSIK RAY**  
ASSOCIATE PROFESSOR & HEAD, DEPT. OF JOURNALISM  
AND MASS COMMUNICATION, DUM DUM MOTIJHEEL  
COLLEGE, WEST BENGAL, INDIA  
Time: 12:15-1:15pm. Date: 13/3/2024  
Venue: Room No. 8







## 2. EXTENSION LECTURE

**Name of the Activity:** Extension Lecture

**Topic:** “Ethical Issues in Today’s Media”

**Category:** Departmental Activity: Extension Lecture

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 15-03-2024

**Time:** 12:15 pm onwards

**Venue:** Room Number 8, RKSMVV

**Number of Students:** 32

**Number of Teachers:** 02 (Sreejaya Chatterjee and Tanika Deb Roy)

**Number of Resource Person:** 01

**Name of Resource Person:** Smt. Sahana Chatterjee; Faculty, Department of Journalism and Mass Communication, Barrackpore Rastraguru Surendranath College.

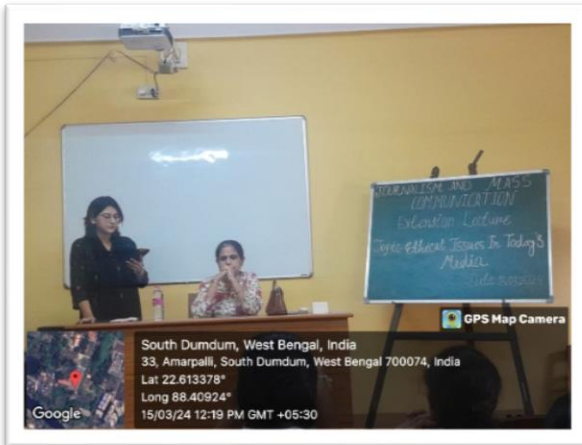
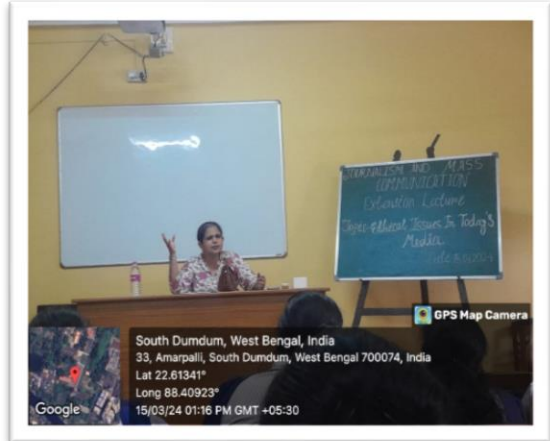
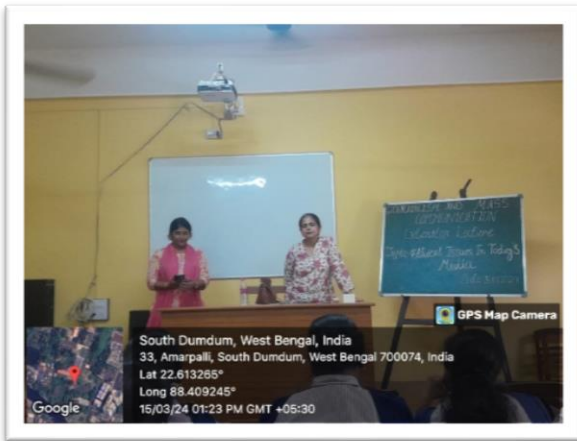
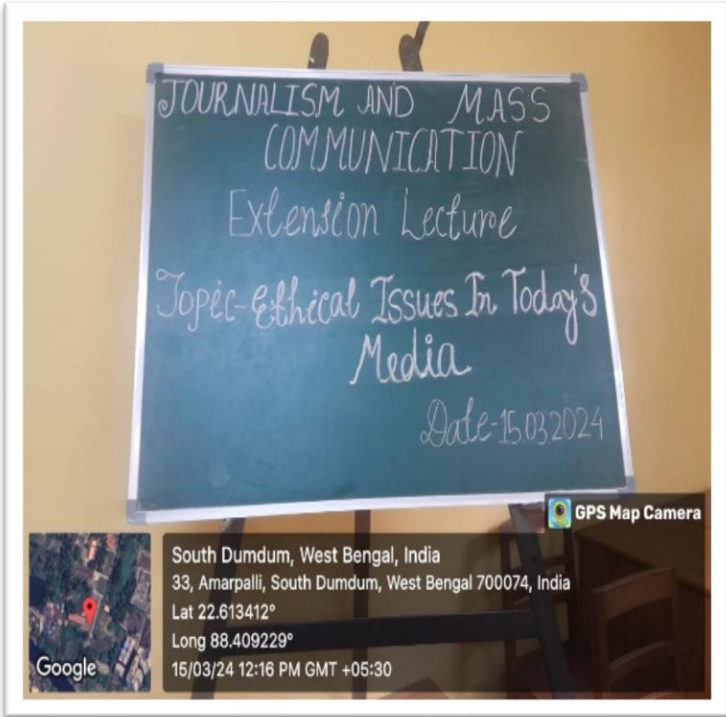
**Number of Beneficiaries:** 32

**Brief description of the event:** An extension lecture was conducted by the Department of Journalism and Mass Communication, RKSMVV. Smt. Sahana Chatterjee, Faculty Department of Journalism and Mass Communication, Barrackpore Rastraguru Surendranath College, gave an insightful and thought-provoking lecture on “Ethical Issues in Today’s Media”. In her welcome address Smt. Sreejaya Chatterjee introduced Smt. Sahana Chatterjee as a freelancer for various publication in Bartaman Patrika which includes Saptahik Bortoman, Shukhi Grihokon and many more. She has been teaching since 2002. Her informative talk and knowledge in Ethical guidelines of media were excellent. The lecture was attended by the teachers and Even and Odd Semester (Sem 1, 4 & 6 hons. and general) students of our department. To help our students with any questions they had, we set up a question-and-answer session. A formal vote of thanks was proposed by Smt. Tanika Deb Roy, who thanked the revered speaker for delivering a thought-provoking lecture.

**Learning Outcome:** Smt. Sahana Chatterjee highlighted the relevance of the topic and also talked about the idea of **self-regulation**, which is a voluntary action

taken by media organizations as well as individual media professionals. Since it is not enforced by any outside organization, the public views it as having greater legitimacy. In the best interests of the media, its various stakeholders, and the public at large, self-regulation guarantees the freedom of the media to operate. She also threw light on the matter that Ethics is all about making personal decisions and choices; it does not entail following a formal set of rules and regulations. Rather, ethics is more about self-checking or self-control. Although laws are frequently derived from the ethical ideals of a community during a specific period, ethics is not the same as law. Legal infractions are punishable, while unethical behaviour is not. Students came to know that media practitioners should aspire to some fundamental ethical ideals that are shared by all cultures and nations, including impartiality, independence, truthfulness, fairness, accountability, and privacy. Freedom of speech and expression were acknowledged as fundamental rights after independence and were enshrined in the Indian Constitution. "All citizens shall have the right to freedom of speech and expression," reads Article 19(1)(a) of our Constitution. But there are certain restrictions that we should follow for the protection of our country because freedom is not absolute. She elaborated the relevance of the term '**Reasonable restrictions**'. Students discovered that Article 19(2) of the Constitution defines "reasonable restrictions" as those that are necessary to protect the security and sovereignty of India, friendly relations with other countries, public order, decency or morality in regards to contempt of court, defamation, or incitement to commit an offence. Our department successfully handled the question-and-answer session, which helped students learn more specifically about the Ethical issues in today's media and also acquired knowledge on the certain ethical principles and norms.

  
**RAMAKRISHNA SARADA MISSION**  
**VIVEKANANDA VIDYABHAVAN**  
 Department of Journalism and Mass Communication  
 In Collaboration with IQAC  
 ORGANISES  
**EXTENSION LECTURE**  
 TOPIC: ETHICAL ISSUES IN TODAY'S MEDIA  
  
**SPEAKER: SAHANA CHATTERJEE**  
 Faculty, Department of Journalism and  
 Mass Communication, Barrackpore  
 Rastraguru Surendranath College  
 DATE: 15/03/2024 TIME: 12:15pm. Onwards  
 VENUE: Room no. 8



### **3. Excursion Report**

**Name Of the Activity :** Excursion- Visit to Barrackpore Gandhi Museum

**Category:** Departmental Activity

**Organizing Unit:** Department of Journalism and Mass Communication

**Date :**19/12/2023

**Time :** 10am. - 6pm.

**Venue :** Barrackpore Gandhi Museum

**Number of Students :** 40

**Number of Teachers :** 02

**Brief Description of the event:** A departmental excursion was arranged on **19.12.2023** to **Barrackpore Gandhi Museum**. 40 students from semester 1, 3 and 5 participated in the excursion. The students were accompanied by Smt. Aditi Das [HOD] and another faculty named Smt. Sreejaya Chatterjee. Standing at the edge of the holy Ganges Gandhi Smarak Sangrahalay is proclaiming the glorious past of India. Along with an audio-visual show on the Sepoy Mutiny and martyr Mangal Pandey the Gandhi Memorial Museum is completely dedicated to the life and struggles of the great Mahatma Gandhi against colonialism in India and South Africa. The mural gallery and restored letters, news-paper clips, articles used by Gandhiji rejuvenate the pages of history. The journey ends with a sumptuous lunch at famous Dada-Boudi Biryani.

**Learning Outcome:** As there are topics like Role of Gandhiji as Journalist during Freedom movement, Significance of Harijan Newspaper, Gandhiji in rural development in India etc. in UG Journalism and Mass Communication syllabus, the students enjoyed the visit and got enriched by the historical documents, shows and murals in the museum as well. There was a small outlet where Gandhi-related books, Khadi shirt, bags etc were kept for sell. A few students bought the little wooden Charkas (Spinning Wheels) in memory of Gandhiji. As students were very excited with the history of various patriots, thus it was not only a trip, but became an educational tour for the students.



