



# NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

**Name of the Add-on course—Journalism and Media Science**

**Duration-**16<sup>th</sup> to 27<sup>th</sup> August 2022

**Total time:** 30 hours

**Faculty-in-Charge:** Sri Biswajit Das

**Faculty members:** Smt Anwasha Sengupta  
Sri Debojyoti Dan

**The curriculum consists of the following components:**

**Module 1-** Introduction to Journalism, Introduction to Media and Communication, Basics of Journalism- **2 hours-** Biswajit Das

**Module 2-** Reporting and Editing for Print, Reporting and Editing for News channels, E-newspaper editing- **2 hours-** Anwasha Sengupta

**Module 3-** Introduction to the Broadcast Media, History of the Media - **3 hours-**Biswajit Das

**Module 4-** Techniques of Photography- **2 hours-** Debojyoti Dan

**Module 5-** Advertising and Public Relations -**3 hours** - Anwasha Sengupta

**Module 6 -** Film Appreciation- **2 hours-** Debojyoti Dan

**Module 7 -** a. Introduction to Documentary- **2 hours** - Biswajit Das  
b. Documentary Production- **2 hours-** Biswajit Das

**Module 8 -** a. Media Ethics and Law, Role of Media in a Democracy- **2 hours** -Anwasha Sengupta

b. Responsibility to Society; Press and Democracy, Contemporary debates and issues relating to media Ethics in journalism-**2 Hours-** Anwasha Sengupta

**Module 9-** a. Radio Production, radio jockey and professional voicing- **2 hours-** Biswajit Das



*Biswajit Das*  
Principal  
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b. Encountering the invisible audience, working with microphones- 2 hours  
-Biswajit Das

**Module 10** - a. Mass Communication and Effects; Paradigm Direct Effects- 2 hours- Debojyoti Das

b. Mass Society Theory; Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory-2 hours -Debojyoti Dan

Question and Answer Session to be conducted by Professor Biswajit Das.



Principal

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