

- Television Programming and Broadcasting
- Digital Advertisement

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

Visit us at : www.opiniontimes.in
Email : editoropiniontimes@gmail.com
Contact No. : 8777211380 / 8017402539

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

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

Working method:

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

How will it be?

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

Thanks
Regards

Subir Dey
Editor-in-Chief