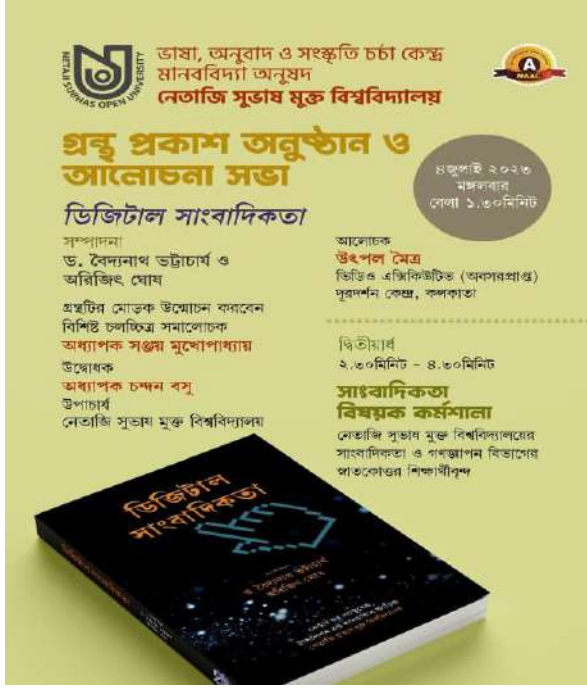


Programme Report

Book Release Programme and Workshop for PGJM Part II learners



Date & Time: 04th July, 2023 (Tuesday), 1:30 PM

Venue- Subhaschandra Sabhaghar

Organized by : Centre for Language, Translation, and Cultural Studies in collaboration with the Department of Journalism and Mass Communication, School of Humanities

Attendees: NSOU Faculty members, 130 NSOU PGJM learners, and other guests.

Proceedings of the session

The book release programme on *Digital Sangbadikota* illuminated the minds of many by bringing forth the opportunity for discussion among the illuminati from the sphere of media fraternity. Students of PGJM Part I and Part II, NSOU and other enthusiasts registered for this book release programme and workshop.



The book release programme started in the presence of a host of guests and invitees. The ‘dignitaries of the book release session included Professor Chandan Basu, Vice Chancellor, Netaji Subhas Open University, Prof Sanjoy Mukhopadhyay, eminent film critic, Prof. Manan Kumar Mandal, Director, School of Humanities and Coordinator, CLTCS, SoH, Shri Utpal Moitra, retired video executive of Doordarshan Kendra, Dr. Baidyanath Bhattacharya, Associate Professor of Journalism and Mass Communication, and Arijit Ghosh, Assistant Professor of Journalism and Mass Communication.



Dr. Prapti Chakraborty, Asst Prof of Bengali, SoH, NSOU expressed greetings to all eminent dignitaries, distinguished persons and academicians to initiate the propitious occasion. She went on to enlist the contents and details of the book.



Prof. Manan Kumar Mandal, Director of SoH, in his welcome address introduced the intent of the event and also focused on the objectives of the CLTCS. He said , “ there are many open universities in the realm of higher education. But, the basic aim of our university, since its inception, was to spread education through Bengali language. We welcome the initiative of veteran professor Dr. Baidyanath Bhattacharya and Arijit Ghosh, who edited the book. He also highlighted that publication in mother language would increase visibility of NSOU in academia.



Prof. Chandan Basu, Vice Chancellor, Netaji Subhas Open University in his address shared his concerns on journalism. He said, “ I think journalism is on the verge of extinction. Once upon a time, we used to wait for the next day’s newspapers to know what happened and what was going to happen. But, now we are seeing only views. News is not there in the newspapers. Same incident is described with different views in different newspapers and sometimes it is tough to know what has actually happened. Nowadays, digital journalism has taken the front

seat. Websites of media houses are updating us on a regular basis. In such a scenario this book on digital journalism can provide a proper guideline for the new journos and students.” Prof. Chandan Basu congratulated CLTCS for taking up such an initiative at the right juncture.



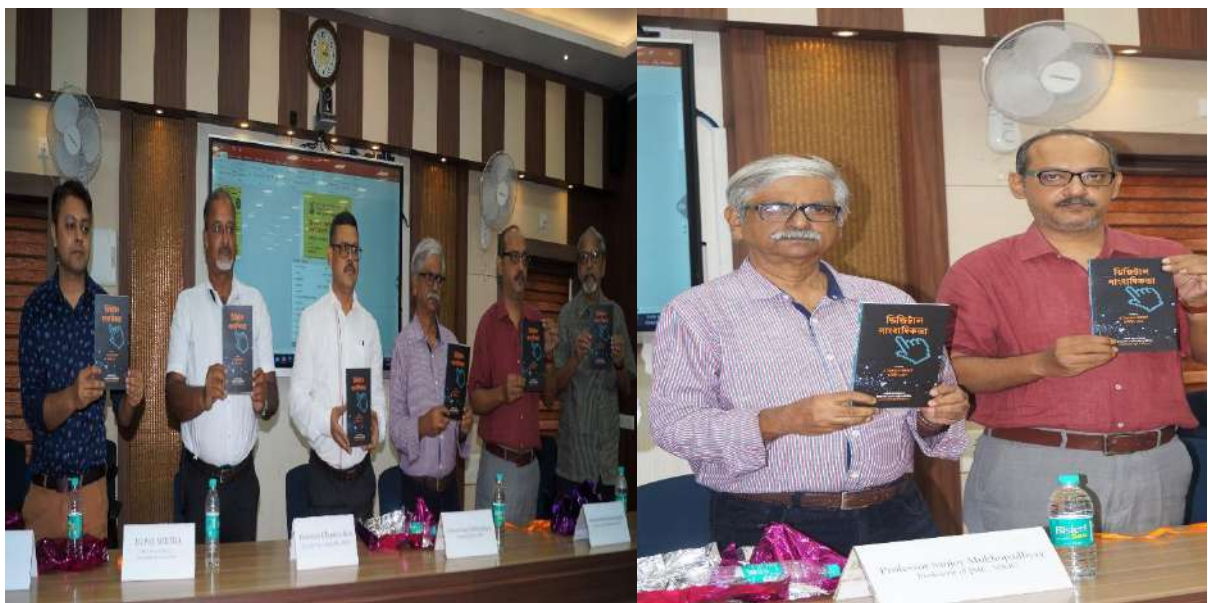
Utpal Moitra, video executive (retd.) of Doordarshan Kendra, Kolkata said, “We know how we use to send news feed through telephone either form Siliguri or from any distant zone. In those days audiences used to wait for the special bulletin hour, and there was enough time to edit the videos. After the introduction of the 24 hours news channels, the reporters and cameramen became expert regarding which shots are important for their stories. But, nowadays, we have no time for that either, everything is available on social media. But, your news should be attractive and authentic at the same time. So, as a trainee journalist you must possess the professional skills to differentiate between genuine and fake news as Artificial Intelligence has already come.



Eminent film critic **Sanjoy Mukhopadhyay**, who unveiled the cover of the book said, “ if you see the movie Charulata, you will see Bhupati Dutta is waiting for the newspapers to get the updates of England. Because, during that time there were no alternatives to newspapers. But, now anyone can watch an important incident either via television news channels or an android mobile set.”



He further added, “Artificial Intelligence has become a threat for five professions. But, the basic tendency is to collect information. You have to upgrade your skills according to the time. When Calligraphy was introduced everyone thought that if we write everything there will not be any utility of memory. But, the necessity of memory or the brain has not receded till today. In the same way, expert journalists would never lose their job and neither AI nor any entrepreneur can snatch an expert's scope of work.



Dr. Baidyanath Bhattacharya, Associate Professor of JMC and also the editor of the book thanked all the authors who contributed in the book ‘Digital Sangbadikota’.

“We have developed chapters on Digital news sites, the need of social media for journalists, SEOs , freedom in the digital age, Cyber Crimes, and so on”, he said on the occasion.



Arijit Ghosh, Assistant Professor of JMC said, “ we have many books on digital journalism in English and Hindi available in the market, but there was no such book in Bengali. We covered most of the corners and obviously there are some topics not mentioned in the book. However, we will add those topics in our next edition.”

He also stressed on the importance of developing content in regional languages.



Post Book Launch Session

Workshop of Practical 10 A (Broadcast Journalism) for PGJM Part II Students

Professor Manan Kumar Mandal, Coordinator, CLTCS, ascertained the PGJM learners regarding the Partition related repository. All the deliberations of Prof. Mandal were supplemented with reasonable and resourceful slides from the CLTCS website. He spoke in detail about the project and what learners need to do regarding the submission.



Prof. Sanjay Mukhopadhyay also deliberated during the workshop. He shared his thoughts regarding partition. Various aspects of documentary making were discussed.



Q & A session: Few queries and doubts were raised by the participants. Those were addressed and explained by the faculty members of the department. Prof. Mandal's erudite responses clarified and satiated the seekers.



Closing: Arijit Ghosh, Assistant Professor of Journalism and Mass Communication , NSOU thanked everyone for joining, participating and adding value to the workshop.

Report Prepared by

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