

Best Practice: 3

Title of the Practice: News and Broadcast

Objective of the practice

- To provide students first- hand knowledge of publishing and broadcasting.
- To instill in students sense of accountability and punctuality.
- To give the students pre-industrial experience of media industry.

The Context

Mass Communication department is cynosure of our college. This department creates a very strong image of our college in the society because of the dedicated work it has indulged in. A two page fortnightly wall newspaper is being published by the students of the department of Mass Communication Journalism. The newspaper was launched in 2018. The motive behind the wall newspaper is to give practical exposure to the students and enhance their skills in Print Media. The newspaper covers all the activities, seminars, workshops and events organized in the College along with creative write-ups by the students in various forms like articles, features, travelogues, short-stories, columns, poems, editorials etc. It also includes thematic photo features assigned to the students time to time.

The Practice

The Department of Mass Communication and Journalism is also running podcast station Radio Taal since 2019. The aim behind this practice is to polish communication skills and to provide exposure to the students which will help them strengthen their aural and vocal skills like Voice Modulation, Voice Over, announcers, Radio Jockeying, Sound recording as well as editing. Under this, students prepare Radio Programmes like Radio Talk, discussion, Advertisements, Radio Feature etc. on regular basis. And every Saturday for 15 minutes department assembles to hear the content produced by students.

The department is also running its YOUTUBE Channel under the head of DASTAK. It is exactly the electronic format of Wall Newspaper DASTAK. Here the news is prepared in electronic format turning in to News Capsule/ bulletin including Piece-to- camera, Sound Bytes etc. the content is wholly prepared by the students under the guidance of the teachers. Under this practice students learn reporting skills, journalistic writings, non- linear editing etc. this will help them to run their own news channels on social media platforms. This particular practice is made in the department on regular basis as for every edition editorial board is selected along with designing team involving students of first, second and third year.

Evidence of Success

Department of mass Communication is successful in running Radio Taal and Dastak You tube channel since it has begun in 2019. All the new published in newspapers regarding any function or activity performed in college is first filtered through a committee and then published.

Problems Encountered and Resources Required.

The biggest problem in news and broadcast is to identify the fake news. Our department is fully trained to identify fake news, Messages and videos. So far as our resources are concerned we need more finances to publish our material and having our workshops.