

SUMMER VACATION COURSE

WRITING FOR THE MEDIA

Institute of Mass Communication Film and Television Studies

Affiliated to

University of Kalyani

Have you always wanted to write for publication but just didn't know where to start? This is your chance to find out.

Program Outline

Journalists and writers don't just tell stories - they sell them. Part of the skill lies in understanding audiences, understanding what those audiences want to know - finding it out, and then telling them in a way which is truthful, but engaging.

This program will permit the students to try their hands in putting together a news report, researching and writing a feature article, editing copy and designing pages for publication. They will explore the differences and similarities between writing for a newspaper and writing for the worldwide web. They will also know the prerequisite of creative thinking before a writing production. Hence the program is divided in two sections.

a) Writing for Publication

What does it take to be a published writer? Students will find out in this course, as the course explores motivation, writing skills, finding ideas, background and education, time management, equipment, writing and relationships, dealing with rejection, writer's block, types of writing and, most important of all, marketing.

b) Creative Writing:

Good writing depends on accurate and keen observation. Students will be taught to make writing--either fiction or non-fiction--come alive with creative techniques. By being taught to see differently, use senses more accurately, set a mood, use people more effectively, handle conversation, and create a point of view, they will learn the tools that can be used not only to express themselves but also to communicate successfully with others.

This course consists of lectures, demonstrations, discussions and students' presentations. There will be limited lab time available during classes. Students must have access to computers with word-processing and Web browsing software outside of class time to complete assignments.

This course is primarily a writing course. Therefore, the prerequisites are for advanced writing courses. All students in this class are expected to have had experience in writing long nonfiction pieces.

At the end of the course, you should be able to:

- Conduct sustained research and reporting on a topic in an interactive environment.
- Structure content to attract and sustain an interactive audience.
- Apply ethical and legal standards to content.
- Identify and use the elements of effective multimedia storytelling.
- Select the most appropriate media for a given purpose. Develop and maintain a professional online presence using current and emerging technologies.

Attendance is mandatory. All assignments are due on the dates given in the schedule.

Course fee: Nil

Registration fee: Rs. 350/- only

Maximum Seats: 20

Classes Commence from: 1st June to 7th June 2010

The course will be taught by both academics and practicing journalists. Program tutors include

SHYAMAL SENGUPTA

Shyamal Sengupta is the Hon. Secretary, Rector; Institute of Mass Communication Film And Television Studies affiliated to the University of Kalyani. He is the full time faculty of the Institute in film studies, film making, television program generation technique, both in theory and hands on practical training.



Mr. Sengupta is also the Registered Producer & Director, Directorate General, Doordarshan, India. In the year 1981 promoted Sonex Pvt. Ltd. as one of the promoter directors with a view to generate programs for Doordarshan (Indian Television Network). Sonex Pvt. Ltd was registered with the Information and Broadcasting Ministry, Govt. of India as a private producer in the year 1984. He worked as Mg. Director of Sonex and directed 45 episodes of television serials of 25 mns duration in Bengali for Calcutta Doordarshan. Some are very popular namely Tero Parbon, Uran Chandi, Nachni, Chaturanga. He directed 31 episodes of television serials of 25 mns. duration in Hindi for National Network. To name a few Ascharya Deepak, Gourav, Aarop.

He involved in stage acting since 1966, acted in leading roles in many stage productions of Rupantari and Charbak and developed aptitude in stage-set designing, first as a member of drama group RUPANTARI and later as a founder member of drama group CHARBAK. Has designed stage lighting since 1968 and designed lighting schemes for more than 20 stage productions. Has designed a number of electronic gadgets for special-effects both in lighting and audio recording and play-back systems. Has acted in several Bengali Television serials for DDK And launched the first cable TV channel in Calcutta, CCCN through RPG Netcom OFC Network in 1998.

He also produced Radio programs in collaboration with the University of Kalyani for broadcast through All India Radio, Kolkata – A, Prime Channel.

RAJIB GHOSH



Rajib Ghosh is an eminent journalist and writer. Worked as Chief Sub Editor for **Bartaman** and **Pashim Banga Sambad**. Presently working as the News Editor, **Aajkal**, popular Bengali daily news paper. Covered USA Governor Election in North Carolina, Minneapolis etc. in September, 1997. He is also attached as guest faculty at Calcutta University (Mass Com. Dept), George Telegraph institute (Mass com. Dept), Techno India (West Bengal University of Technology), IMCFTS (Affiliated to University of Kalyani)

SUSHANTA KUMAR MAHAPATRA

Sushanta Kumar Mahapatra has made many contributions in media in the form of writing, editing and execution. He worked as the creative director in the Kalyani University sponsored year long daily program 'Kalyani' broadcasted in AIR, Kolkata-A. Developed concepts and edited many short films and documentary. His publication includes Aajkal, Sanket, Prabin Barta etc. Presently he is working as the coordinator of the Institute of Mass Communication Film and Television Studies, affiliated to University of Kalyani and attached as a Guest Faculty, Dept. of Media Science, Aliah University and Dept. of Media science, Techno India, WBUT. Awarded Erasmus Mundus Scholarship for studying European Masters in Lifelong Learning Policy and Management, provided by European Commission in 2007 and studied in Danish University of Education, Denmark, University of Duesto, Spain, Institute of Education, UK. His special interest lies in media and education, education policy, curriculum research and social psychology.



RITUSMITA BISWAS



Ritusmita Biswas has over 10 years of experience in media and has contributed in several national as well as international publications like The Statesman, The Hindu, Deccan Herald, Jetwings, Media Transasia, Sahara Times, Bohemia Singapore etc. Ritusmita has also worked as a senior editor with reputed publishing houses like Macmillan. She has been an academic consultant with institutions like The Princeton Review (India) and ICFAI University. Right now she runs her own content company Wordsmith Writing Services which is based in India, Kolkata.

IPSITA BARAT



Ipsita has completed her Masters in Mass Communication from Jamia Milla Islamia University, New Delhi. She has competences in Scripting, Production planning, casting, sets and location management, Directions, Camera and lighting, Editing and recording music, background scores.

She worked as an **Assoc. Creative** for reality show Gaan Gao Taka Nao (Ruposhi Bangla) produced by **Annu Kapoor films**. Worked in advertisement production with **Mantra Movies** under Mr. Sanjeet Chowdhury (Direction) and Mr. Aveek Mukhopadhyay (Cinematography), Worked as an **assistant director** with various directors from Kolkata television industry like Mr. Anindo Bandyopadhyay (Ek Din Protidin), Mr. Anindya Ghosh (Our Dreamz Cine-Work) , Mr. Paramabrata Chatterjee, Mr. Tathagoto Banerjee , Mr. Suman Das etc.

Contacts:

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