

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM GOUR MAHAVIDALAYA

Accredited By NAAC (2nd Cycle) B+



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Action Taken Report on Student centric method

Session 2022-2023

The Department of Mass Communication & Journalism (MCJ) at Gour Mahavidyalaya is committed to fostering a dynamic learning environment that equips students with the necessary skills for a successful career in media. This report details our implementation of a student-centric approach during the academic year 2022-2023.

Student-Centric Initiatives:

Active Student Participation: The MCJ department actively involved students in various departmental activities. This included:

Event Coverage:

Students volunteered to cover departmental events, conferences, guest lectures, and workshops, gaining hands-on experience in event photography, videography, and press release writing.



Media Cell Management:

A student-driven Media Cell was established to manage the department's social media presence, website content updates, and internal communication channels.



Student-Led Projects:

Students were encouraged to undertake independent projects under faculty guidance. These projects could focus on documentary filmmaking, investigative journalism, or social media campaigns, promoting critical thinking and innovative storytelling.



Skill Development Workshops:

The department organized workshops on various media-related skills, including:



Digital Photography:

Students learned the fundamentals of photography, camera operation, and photo editing software.



Video Editing:

Students gained practical experience in video editing software, allowing them to create engaging multimedia content.

Social Media Marketing: Workshops explored the use of social media platforms for content creation, audience engagement, and brand management.



Guest Lectures:

The department invited industry professionals and prominent media personalities to deliver guest lectures. These interactions provided students with valuable insights into the current media landscape and career opportunities.



Mentorship Program:

Senior students were paired with junior students to offer peer mentorship and support. This fostered a collaborative learning environment and facilitated knowledge sharing.



Outcomes:

The student-centric approach adopted by the MCJ department resulted in several positive outcomes:

Enhanced Learning Experience:

Students gained practical skills and real-world experience through their participation in various initiatives.

Increased Student Engagement:

Active involvement in departmental activities fostered a sense of ownership and engagement among students.

Development of Professional Skills:

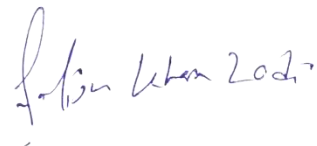
Students honed their communication, critical thinking, and multimedia production skills, making them more competitive in the job market.

Improved Department-Industry Connect:

Collaboration with industry professionals provided students with valuable networking opportunities.

Conclusion:

The student-centric approach implemented by the Department of Mass Communication & Journalism in 2022-2023 yielded positive results. By fostering student engagement, promoting practical learning, and developing essential skills, we empower our students to thrive in the ever-changing media landscape. We remain committed to continuously improving this initiative and equipping our students for successful media careers.



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Department of Mass Communication & Journalism