

A9/Eng 2



BARASAT COLLEGE

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Ref No. BCN/ADD/DEPT_ENGL/0901/2021

Date: 1st September, 2021

NOTICE

This is to notify that the department of English will conduct an Add on Course on Introducing content creation from 8th to 16th September, 2021 on Google Meet from 3 P.M. to 7.30 P.M. Interested students should register for the course to the H.O.D, department of English within 7th September, 2021.


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Department of English ADD ON COURSE PROGRAMME

Course name: Introducing Content Creation
Platform: Google Meet

Date & Time: 08-16 September 2021, 3.00 PM- 7.00 PM

COURSE SUMMARY

Scope: This Course is conceived to be an orientation to writing content in English for the promotional, commercial, advertorial and assignment- oriented purposes in non-technical domains.

Participants: Undergraduates.

Duration: 30 hours, in 8 days. (September 8, 2021 to September 16, 2021, excluding Sunday)

Mode: online. (Through GOOGLE MEET)

Projected outcome: The Course is supposed to introduce the undergraduates to the fast expanding field of content creation as a potential sector for employment. The primary purpose is to stimulate the capability of creative thinking in participants and boost their confidence in expression in English. While sensitizing them about their ability to contribute to world transactions, the course should instill in them the knowledge that disciplined and objective writing serves its purpose by the message it communicates and not by linguistic flourish.

COURSE DESIGN

DAY 1 08-09-2021 (3.00 pm to 7.30 pm)

- A general overview of Content Creation--- Lecture presentation by Partha Pratim Dasgupta, Principal, Barasat College
1.5 hours
(What is meant by 'content' in Content Creation, How content is created and to what purpose, who are served by the target content)
- A look at the industry seeking Content -----Lecture presentation by Shirsendu Monda), Asst. Prof. cdept of English
1.5 hours
(Content and business, types of professional domains requiring content, what the commercial world demands in content)
- Recess
0.5 hours
- Interactive session
1 hour

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DAY 2 09-09-2021 (3.00 pm to 7.30 pm)


- Studying content in its different forms ----- Lecture and *AN* presentation by Shirsendu Mondal
1.5 hours
- Where to find materials for content: the use of resources ----- Lecture presentation by Sankha Sekhar Biswas. Asst Prof. Dept of English
1.5 hours
- Recess 0.5 hours
- Interactive Session
1 hour

DAY 3 10-09-2021 (3.00 pm to 7.30 pm)

- Content writing for the web-based trade and industry -----Lecture and A/V pre- sentation by Shirsendu,Mondal.in as ociatio with Prof. Tamai Deb, Asst. Prof. Computer Science, Barasat Clg
1.5 Hours
- Application of Computer and Internet in Content Creation -----An interactive Session with Prof Tutan Ghosh, Teacher, Dept. of Comp Science.
1.5 Hours
- Recess
0.5 Hours
- Is Computer aided content killing originality? ---- Essay writing Assignment ---
1 hour

DAY 4 11-09-2021 (3.00 pm to 7.30 pm)

- Content writing for the Web-based trade and industry ---- Lecture & AV Presentation by Shirsendu Mondal iQ association with Prof tamal Deb, Asst. Prof, Computer Science
1.5 hours.
- Application of Computer aud Internet in Content creation -----Interactive Session with Prof. Tutan Ghosh, Teacher, Dept. of Comp. Science -----
1.5 hours
- Recess
0.5 hours
- Docs Computer-aided content kill originality? ----- Spot Assignment ---
1 hour.


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DAY 5 13-09-21 (3.00 pm to 8.00 pm)

- Content creation for the Print and Audio- Visual Media -- Lecture & AV presentation by Shirsendu Mondal ----
2.00 hours with Coffee Break of 20 minutes in between.
- "The Story of Content" by Content Marketing Institute ---Documentary Projection
1 hour.
- Recess
0.5 hours
- Student discussion on select approaches of content creation uploaded by individuals and experts on You tube---- moderated and anchored by Sankha Sekhar Biswas
1.30 hours

DAY 6 14-09-21 (3.00 pm to 7.30 pm)

- Content writing for Advertisements, promotional products, and graphic communication --- Lecture and AV presentation by Partha Pratim Biswas, Principal, Barasat College
1.5 hours
- "The Sociology of Communication: a Look at the Social indices for Effective Communication" --- Invited Lecture by Prof. Punyarupa Bhaduri, Dept of Sociology ---- 1.5 hours.
- Recess
0.50 hours
- Discussion and interaction with speakers
1 hour.

DAY 7 15-09-2021 (3.30 pm to 7.30 pm)

- Writing content for non-technical academic purposes ---- lecture presentation by Sankha Sekhar Biswas
1.5 hours
- The ethical dimension to writing content and borrowing from diverse sources ---- Partha Pratim Dasgupta
1 hour
- Recess
0.50 hour
- Quiz on ethical practices of writing---Moderated by Prof Mahua Das, Teacher Dept of English-
1 hour


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DAY 8 16-09-2021 (3.30 pm to 7.30 pm)

- The mechanics of writing- styles, modes, stylization, and related rules of disciplined writing ----- Shirsendu Mondal
1.5 hours
- The question of grammar: An Introduction to the Issue of grammatical correctness ·
·- lecture presentation by Prof. Mahua Das
1.5 hours
- Recess
0.50 hour
- Evaluation
45 minutes
- Thanksgiving
15 minutes


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