



Register Now



LORETO COLLEGE, KOLKATA

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

AND

DEPARTMENT OF MATHEMATICS

Present

A NATIONAL WEBINAR

on

DATA JOURNALISM

&

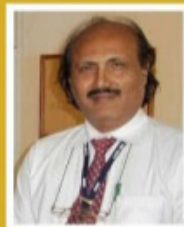
DATA ANALYTICS USING PYTHON

July 28, 2020

11.00 AM

Onwards

SPEAKERS



DR PARAS NATH SINGH
PROFESSOR (CSE) CMRIT, BANGALORE
&
PRESIDENT, ICT-CS SECTION,
INDIAN SCIENCE CONGRESS



DR UMA SHANKAR PANDEY
ASSOCIATE PROFESSOR AND HEAD
DEPARTMENT OF JOURNALISM AND
SURENDRANATH COLLEGE FOR WOMEN
(UNIVERSITY OF CALCUTTA)

CONVENERS :

- **DR SOUMYA DUTTA**
ASSISTANT PROFESSOR
DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION
LORETO COLLEGE, KOLKATA
- **DR SATYABROTA KUNDU**
ASSISTANT PROFESSOR
DEPARTMENT OF MATHEMATICS
LORETO COLLEGE, KOLKATA

Platform: Google Meet ● Intake: 150 participants ● E-certificates will be sent to all present
● Registration free and open till July 25, 2020

REGISTER NOW

LEARNING OBJECTIVES

- Understand the basics of data journalism and data analytics
- Understand the usage of python programming for data analysis and using them for data journalism
- Understand the ways of enhancing and news writing with the use and examination of statistics in order to provide a deeper insight into a news story and to highlight relevant data
- Understand how to get data, important data sources and importing data
- Explore the scope of in-depth examination of such data sets leading to more concrete results and observations regarding timely topics of interest
- Sensitize the participants about the analysis and usage of data for effective journalism in the present times

LEARNING OUTCOMES

At the end of the webinar participants were able to:

- Understand how to clean data, process data, getting the story out of the data and visualize data
- Understand linear regression for big-data analytics and machine learning
- Understand Pandas, a python package which provides fast, flexible and expressive data structures
- Understand the application of data for journalism through case studies like the COVID-19 data in India
- Raise awareness about the importance of data journalism in present times, the added value it brings to the readers
- Understand the importance of data visualization in a fast changing digital ecosystem



LORETO COLLEGE
DEPARTMENT OF JOURNALISM & MASS
COMMUNICATION IN COLLABORATION WITH IQAC
PRESENTS

A WEB TALK

FRIDAY OCTOBER 16 2020

3 PM

Prospects of Advertising During the Pandemic and in the Post -Pandemic Scenario



MR ARINDAM BASU

Founder, Carpe Diem Communique

[REGISTER NOW](#)

FOR STUDENTS OF LORETO COLLEGE ONLY

LEARNING OBJECTIVES

- Understand the prospects of advertising during the COVID-19 pandemic and the road ahead in the post- pandemic scenario
- Explore the challenges faced by the advertising agencies in an unprecedented economic situation
- Understand the different approaches needed at a time when the advertisers are more direct and customer-oriented
- Sensitize students about the present trend and the road ahead with the help of some case studies

LEARNING OUTCOMES

At the end of the web talk students were able to:

- Understand the changing world of advertising due to the COVID-19 pandemic
- Understand the way ahead in the face of uncertainties due to widespread travel restrictions and cancellation of big events
- Understand the new methods applied by agencies to overcome the challenges
- Raise awareness about the opportunities to explore new areas with the help of case studies
- Understand the new practices needed in a post-pandemic world



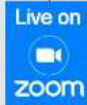
KOLKATA MEDIA CONFERENCE

06 - 10 November 2020

MEDIA CONFERENCE

on

Transmedia, Media Narratives, Performances & Storytelling



Dr Firoz Mohammed :
Director, NSHM School Of Media and Communication



Anisha Ray :
Asst. Professor, NSHM School Of Media and Communication

Research Paper Presentation on Social - psychological Study of Media Narratives and Performances on TikTok



Conference Partner



PR Partner



Media Partner

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NSHM KNOWLEDGE CAMPUS KOLKATA

124 B L Saha Road, Kolkata 700 053

Telephone Numbers : +91 62921 45277 , +91 90519 56176

LEARNING OBJECTIVES

- Understand different aspects of transmedia storytelling and media narratives
- Understand contemporary scene in the media industry
- Understand emerging trends in media consumption and dissemination
- Understand social phenomena through the lens of media science
- Explore the old and new types of media and communication

LEARNING OUTCOMES

At the end of the conference participants were able to:

- Understand the nuances of the emerging media scene
- Understand the changing paradigm of media narratives
- Understand transmedia storytelling as an exciting emerging form
- Understand the recent changes and developments
- Raise awareness on the neglected yet exciting areas of performances and storytelling through fascinating case studies
- Understand the power of transmedia storytelling to initiate social change



LORETO COLLEGE KOLKATA
DEPARTMENT OF JOURNALISM & MASS
COMMUNICATION IN ASSOCIATION WITH
NSHM SCHOOL OF MEDIA &
COMMUNICATION
PRESENTS



A Web Talk

An IQAC Initiative

News and Reporting

Saturday
January 30, 2021
3 p.m. onwards



Professor Firoz Mohammed

Director at NSHM College of
Management & Technology



LEARNING OBJECTIVES

- Understand the real purpose of media and news
- Explore the emancipatory power of news in society
- Understand the special importance of news and reporting in the age of digital media
- Sensitize students about misinformation spread through social media and the ethical issues related to present day news and reporting

LEARNING OUTCOMES

At the end of the web talk students were able to:

- Understand the importance of news and reporting in the present context
- Understand the gatekeeping paradigm, based on which news stories are selected or rejected
- Understand the core values that make journalism a channel of distinct cultural discourse in a democracy
- Raise awareness about the spirit of research as a true journalist.
- Understand credible journalism unmarred by the polarizing power of politics