



Netaji Subhas Open University

School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognized by U.G.C.)
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Memo no: SoH/D-22/56

Date: 03/11/2022

Offline PCP Schedule Notice

Programme : Advance Diploma in Journalism and Mass Communication (ADJMC) Batch :
January 2022

Paper 6 Special Paper B. Advertising and Public Relations C. Film Studies

PCP Centre : Sarojini Naidu College (E-06) - 30, Jessore Road, K.B Sarani, Dum Dum,
Kolkata-700028

6 B (Advertising and Public Relations)

Date	Paper	Time (10:00 AM-1:00 PM)	1:30 PM-4:30 PM
06.11.2022	Paper 6B	Indrani Sarkar <i>Public relations: Concept and types</i>	Dr. Debasis Mondal <i>Ad theories</i>
13.11.2022	Paper 6B	Indrani Sarkar <i>Media relations: tools and techniques</i>	Dr. Debasis Mondal <i>Ad Types and Ad agencies</i>
20.11.2022	Paper 6B	Arijit Ghosh <i>Press Conference, Press Release, House journal, Crisis Management</i>	Debjoyoti Chanda <i>Print Ad Copy</i>

6 C Film Studies

Date	Paper	Time (10:00 AM-1:00 PM)	1:30 PM-4:30 PM
06.11.2022	Paper 6C	Dr. Pallav Mukhopadhyay <i>History of World Cinema</i>	Soumik Kanti Ghosh <i>Soviet Masters</i>
13.11.2022	Paper 6C	Dr. Pallav Mukhopadhyay <i>Shots, Movements</i>	Shri Pradip Biswas <i>Language of Cinema</i>
20.11.2022	Paper 6C	Prof. Sanjoy Mukhopadhyay <i>Indian Cinema, New Cinema</i>	Dr. Pallav Mukhopadhyay

Learners need to select one paper and attend the class accordingly. No offline sessions have been allotted for 6A.

In case of any related queries, please feel free to mail to nsoujmc@gmail.com

L.S.C.'s Coordinators are requested to communicate the aforementioned schedule to learners in advance to ensure maximum attendance.

Sd/-

Prof. Manan Kumar Mandal
Director, School of Humanities

Arijit Ghosh

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Asst. Prof. of JMC

Copy to:

- 1.. All concerned Coordinators, LSC, NSOU
2. The ITO, NSOU for uploading the Notice on the website
3. SOH office File, Durgapur