



NETAJI SUBHAS OPEN UNIVERSITY

School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognised by U.G.C.)

Head Office: DD-26, Sector-I, Salt Lake City, Kolkata-700064; Phone: 033 40663214

Kalyani Campus: Kalyani Ghoshpara, Kalyani 741235

Website: www.wbnsou.ac.in; Email: nsou@wbnsou.ac.in

Memo No: SOH-18/41

Subject: Post Graduate Diploma in Journalism and Mass Communication

Batch : July 2017

PCP Centre : Maharaja Manindra Chandra College,
20, Ramkanto Bose street
Kolkata- 700003, Ph- 033-25439331
(Near Shyambazar 5 Point Crossing)

Paper 6 B(Public Relations and Advertising)

Date	Time	
	10:00 AM- 1:00 PM	1: 30 PM-4:30 PM
11.03.2018	Shri Arijit Ghosh Types of advertising, Slogans, Headlines	Shri B.k. Sahoo Public Relations, Press tools
18.03.2018	Shri Debjyoti Chanda Duties and responsibilities of PR Person – PR consultancy/ Agency	Smt. Debabani Mukhopadhyay Writing for Radio & for acts- scripting guidelines – story board- matching message to medium – online ad
25.03.2018	Shri Arijit Ghosh Advertising agency – functions Types – M	Dr. Pallav Mukhopadhyay PR and allied disciplines (Publicity, Propaganda, Public affairs, Lobbying)

Submitted by:

Arijit Ghosh

Lecturer in Journalism and Mass Communication(SOH), NSOU

Forwarded by:

Prof. Manan Kr. Mandal

Officer- In Charge, SOH

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1. The coordinator, Maharaja Manindra Chandra College
2. SOH File
3. The Registrar, NSOU

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Paper 6 C(Film Studies)

Date	Time	
	1: 30 PM-4:30 PM	
	10:00 AM- 1:00 PM	
11.03.2018	Shri Pradip Biswas Early stage of Cinema, Early stage of Hollywood, Soviet Masters	Dr. Pallav Mukhopadhyay Indian Cinema , New cinema
18.03.2018	Shri Pradip Biswas Cinema as a medium of Mass Communication, Language of Cinema.	Dr. Pallav Mukhopadhyay Shots, Camera, light in films, Editing of films, Sound in Films.
25.03.2018	Shri Rhitobrata, Bhattacharya Film Scripting	Shri Kallol Lahiri Film Scripting

Submitted by:

Sd/-

Arijit Ghosh

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Officer- In Charge, SOH

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