# 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 Durgapur Campus: Mouz-Fuljhore, P.S.- New Town, Durgapur, Dist: Paschim Burdwan. Pin- 713201 (Adjacent to Durgapur Govt. College Campus). Website: <u>www.wbnsou.ac.in</u>; Email: <u>nsou@wbnsou.ac.in</u>

#### Memo no: SoH/D-22/33

Date- 07/07/2022

#### Advance Diploma in Public Relations and Advertising (ADPR&AD) Online PCP

Batch: January 2022 (One Year Diploma)

All enrolled learners are requested to attend the sessions strictly as per following schedule. The sessions will take place on Google Meet. The link will be shared via mail to the learners before the sessions.

### Paper: 1 A Principles and Theories of Communication 1B Principles and Theories of Public Relations

| Session Date | Time slot | Paper                           | Faculty        |
|--------------|-----------|---------------------------------|----------------|
|              |           | Topic: Module & Unit            |                |
| 14.07.2022   | 7-8 PM    | Paper 1A (Communication)-       | Arijit Ghosh   |
| Thursday     |           | Interpersonal Communication     |                |
| 21.07.2022   | 7-8 PM    | Paper 1A Mass Communication     | Dr. Baidyanath |
| Thursday     |           |                                 | Bhattacharya   |
| 28.07.2022   | 7-8 PM    | Paper 1B Principles of Public   | Arijit Ghosh   |
| Thursday     |           | Relations- Ethics               |                |
| 04.08.2022   | 7-8 PM    | Paper 1B Qualities of a PR      | Indrani Sarkar |
| Thursday     |           | Professionals-PR Campaign- RACE |                |
|              |           | Formula                         |                |

Sd/-Arijit Ghosh Assistant Professor of Journalism and Mass Communication School of Humanities

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