



# 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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Durgapur Campus: Jawahar Lal Nehru Road, Burdwan,  
Dist: Paschim Burdwan. Pin- 713201 (Adjacent to Durgapur Govt. College)  
Website: [www.wbnsou.ac.in](http://www.wbnsou.ac.in) ; E-Mail: [nsou@wbnsou.ac.in](mailto:nsou@wbnsou.ac.in)

Accredited by NAAC with grade 'A'

Memo no: SoH/D-26/28

Date: 11/05/2026

### Master of Arts in Journalism & Mass Communication(PGJM)

Online PCP Batch: January 2025 and July 2025(1st Year)

Paper: 4A and 4B (Advertising & Public Relations)

| Session Slot              | Time Slot | Paper : 4A&4B Topic: Module    | Faculty Name                |
|---------------------------|-----------|--------------------------------|-----------------------------|
| 12.05.2026<br>(Tuesday)   | 8 PM-9 PM | 4A- Media Management -Mod<br>1 | Dr. Baidyanath Bhattacharya |
| 14.05.2026<br>(Thursday)) | 8 PM-9 PM | 4B- Digital Media              | Arijit Ghosh                |
| 19.05.2026<br>(Tuesday)   | 8 PM-9 PM | 4A- Mod 2                      | Dr. Baidyanath Bhattacharya |
| 21.05.2026<br>(Thursday)  | 8 PM-9 PM | 4B- Writing for Websites       | Arijit Ghosh                |
| 28.05.2026<br>(Thursday)  | 8 PM-9 PM | 4A- Module 3                   | Dr. Baidyanath Bhattacharya |
| 02.06.2026<br>(Tuesday)   | 8 PM-9 PM | 4B- Social Media-Blogging      | Arijit Ghosh                |
| 04.06.2026<br>(Thursday)  | 8 PM-9 PM | 4A- Media Marketing & Ethics   | Dr. Supriyo Patra           |
| 09.06.2026<br>(Tuesday)   | 8 PM-9 PM | 4B-Photo Editing               | External Resource person    |
| 11.06.2026<br>(Thursday)  | 8 PM-9 PM | 4B -Sound Recording            | Arjun Chakravartty          |
| 16.06.2026<br>(Tuesday)   | 8 PM-9 PM | 4B Sound Editing               | External Resource person    |

*Arijit Ghosh*

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Assistant Professor of JMC, NSOU

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Copy forwarded to: 1) ITO, NSOU for website upload, 2) Lopamudra Ghosh, Teamlease Edtech Ltd. for necessary follow-up, 3) CIQA for information 4) Guard file, SoH for record.

Sd/-

Dr. Srideep Mukherjee

Officer-In Charge, School of Humanities