

A18/BNS1



BARASAT COLLEGE

(Affiliated to West Bengal State University)

1, Kalyani Road, P.O. Nabapally,

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Ref No. BCN/ADD/DEPT_BENG/0301/2022

Date: 4th March, 2022

NOTICE

This is to notify that the Department of Bengali will conduct an Add on Course on Advertisement Composition from 11th to 17th March, 2022. The classes of the course will be conducted in Room No. 22 from 10.00 A.M. to 4.00 P.M. interested students should register for the course to the H.O.D, department of Bengali within 10th March, 2022.


Dr. Parthapratim Dasgupta
.M.A, M.Phil, Ph.D
Principal
Barasat College



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Department of Bengali
Add on course

Venue: Room No. 22
Date and time: 11-17th March 2022, 10.00am-4.00pm

Add-on course on Advertisement Writing

11.3.22	10.00 – 10.30	Inaugural Speech	Dr. Parthapratim Dasgupta
	10.30 – 11.30	Advertisement as a topic	Prof. Haimanti Dasgupta
	1.30 – 12.30	Initiation of Advertisement	Dr. Lena Bhattacharya
	12.30 -1.30	History of advertisement	Prof. Surya Bhattacharya
	1.30 – 2.30	Recess	
	2.30 -4.00	History of Bengali Advertisement	Dr. Prateeti Bhattacharya
12.3.22	10.00 – 11.00	Different mediums of advertisements	Prof. Manasi Mandal
	1.00 – 1.00	Posters and magazines	Dr. Lena Bhattacharya
	1.00 – 2.00	Recess	
	2.00 – 4.00	Television and Internet	Prof. Surya Bhattacharya
14.3.22	10.00 – 11.00	Language of an advertisement	Prof. Manasi Mandal
	11.00 -12.00	Humour and decency in advertisement	Dr. Prateeti Bhattacharya
	12.00 – 1.00	Aesthetics and credibility in advertisement	Dr. Lena Bhattacharya
	1.00 -2.00	Recess	
	2.00 – 4.00	Writing commercially	Prof. Haimanti Dasgupta

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		successful advertisements	
15.3.22	10.00 -12.00	Advertisement and public relations	Dr. Prateeti Bhattacharya
	12.00 – 2.00	Rat race in advertisement	Prof. Manasi Mandal
	2.00 – 3.00	Recess	
	3.00 - 4.00	Group discussion	Dr. Lena Bhattacharya & Prof. Surya Bhattacharya
16.3.22	10.00 – 12.00	Examples of worldwide various advertisements	Prof. Haimanti Dasgupta
	12.00 – 2.00	Advent of Bengali advertisements and its' examples	Prof. Surya Bhattacharya
	2.00 – 3.00	Recess	
	3.00 – 4.00		Dr. Prateeti Bhattacharya & Prof. Manasi Mandal
	10.00 – 12.00	Let's learn how to write an advertisement	Prof. Surya Bhattacharya
	12.00 – 2.00	Let's learn how to write an advertisement	Dr. Lena Bhattacharya
	2.00 – 3.00	Recess	
	3.00 – 4.00	An exhibition of advertisements	Dr. Prateeti Bhattacharya

Manasi Mandal
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