

**CURRICULUM AND ITS RELEVANCE TO LOCAL  
/NATIONAL/REGIONAL/GLOBAL NEEDS**  
**DEPARTMENT NAME-JOURNALISM & MASS COMMUNICATION**  
**(BAJMC)**

SL.NO	Course Code	Course Name	Relevance (Local/National/ Regional/Global)	Description(Importance for Student)
1.	C-1	Introduction to Communication and Media	Global	<b>Introduction to Communication and Media</b> is essential for media students as it provides a foundational understanding of communication theories, media industries, and their impact on society.
2.	C-2	Introduction to Journalism	Global	<b>Introduction to Journalism</b> is crucial for media students as it builds foundational skills in news gathering, reporting, and ethical journalism practices.
3.	C-3	Photography and Photojournalism	Global	<b>Photography and Photojournalism</b> is essential for media students as it develops their ability to capture and convey compelling visual stories for news and media platforms.
4.	C-4	Reporting and Editing for Print	National	<b>Reporting and Editing for Print</b> is crucial for media students as it hones their skills in accurate news writing, investigative reporting, and editorial refinement for print journalism.
5.	C-5	Introduction to Broadcast Media	Global	<b>Introduction to Broadcast Media</b> is essential for media students as it provides foundational knowledge of radio, television, and digital broadcasting, including production and presentation techniques.
6.	C-6	Advertisement and Public Relation	Global	<b>Advertisement and Public Relations</b> is crucial for media students as it equips them with strategic communication skills for brand promotion, audience engagement, and reputation management.
7.	C-7	History of the Media	National	<b>History of the Media</b> is essential for media students as it provides insights into the evolution, impact, and role of media in shaping society and communication.
8.	C-8	Media Ethics and the Law	National	<b>Media Ethics and the Law</b> is crucial for media students as it ensures they understand legal frameworks and ethical standards guiding responsible journalism.



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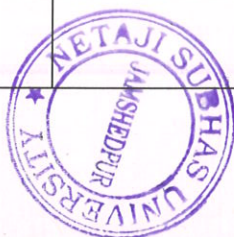


				and media practices.
9.	C-9	Understanding Cinema	Global	<b>Understanding Cinema</b> is essential for media students as it deepens their knowledge of film history, storytelling techniques, and the cultural impact of cinema.
10.	C-10	Introduction to New Media	Global	<b>Introduction to New Media</b> is crucial for media students as it explores digital communication technologies, social media, and their impact on modern media practices.
11.	C-11	Development Communication	Global	<b>Development Communication</b> is crucial for media students as it focuses on using communication tools and strategies to drive social change, awareness, and sustainable development.
12.	C-12	Communication and research methods	Global	<b>Communication and Research Methods</b> is essential for media students as it equips them with skills to analyze media trends, audience behavior, and the effectiveness of communication strategies.
13.	C-13	Video Production	Global	<b>Video Production</b> is crucial for media students as it develops their skills in scripting, filming, and editing to create compelling visual content for various media platforms.
14.	C-14	Media and Cultural Studies	Global	<b>Media and Cultural Studies</b> is essential for media students as it explores the relationship between media, society, and culture, shaping critical perspectives on media influence and representation.
15.	GE-1	Political Science Introduction to Political Theory	Global	<b>Introduction to Political Theory</b> is essential for media students as it provides a foundation for analyzing political ideologies, governance, and their impact on media and public discourse.
16.	GE-2	Political Science Political Ideas and Concept	Global	<b>Political Ideas and Concepts</b> is crucial for media students as it deepens their understanding of political ideologies, governance systems, and their influence on media and public opinion.
17.	GE-3	Political Science Constitutional Government in India	National	<b>Constitutional Government in India</b> is essential for media students as it helps them understand the legal and political framework governing the country, enabling informed and responsible journalism.





18.	GE-4	Political Science Political Process in India	National	<b>Political Process in India</b> is crucial for media students as it enhances their understanding of elections, governance, and policy-making, enabling accurate and insightful political reporting.
19.	DSE-1	Internship	Global	<b>Internship</b> is vital for media students as it provides hands-on industry experience, professional networking, and practical application of media skills in real-world settings.
20.	DSE-2A	Documentary Production	Global	<b>Documentary Production</b> is essential for media students as it equips them with storytelling, research, and filmmaking skills to create impactful, reality-based narratives.
21.	DSE-2B	Anchoring and Reporting	National	<b>Anchoring and Reporting</b> is crucial for media students as it develops their skills in live presentation, news delivery, and on-the-spot reporting for broadcast media.
22.	DSE-3	Internship	National	<b>Internship</b> is vital for media students as it provides hands-on industry experience, professional networking, and practical application of media skills in real-world settings.
23.	DSE-4A	Short-Film Production	Global	<b>Short-Film Production</b> is essential for media students as it enhances their storytelling, cinematography, and editing skills to create impactful visual narratives within a limited timeframe.
24.	DSE-4B	Media Management	Global	<b>Media Management</b> is crucial for media students as it equips them with skills to efficiently operate, strategize, and lead media organizations in a dynamic industry.
25.	SEC-1	Audio Production	Global	<b>Audio Production</b> is essential for media students as it develops their skills in sound recording, editing, and design for radio, podcasts, and multimedia content.
26.	SEC-2	Graphic Designing and Photo Editing	Global	<b>Graphic Designing and Photo Editing</b> is crucial for media students as it enhances their ability to create visually compelling content for print, digital, and multimedia platforms.
27.	AECC-1	Communicative English	Global	<b>Communicative English</b> is essential for media students as it strengthens their language proficiency, enhancing effective communication in journalism, broadcasting, and media writing.



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28.	AECC-2	Environmental Science	Global	<b>Environmental Science</b> is crucial for media students as it equips them with knowledge to effectively report on environmental issues and promote awareness through media platforms.
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**Dean Academics**  
 Netaji Subhas University  
 Jamshedpur, Jharkhand