

**CURRICULUM AND ITS RELEVANCE TO LOCAL /NATIONAL
/REGIONAL/GLOBAL NEEDS
NETAJI SUBHAS UNIVERSITY**

DEPARTMENT NAME-JOURNALISM & MASS COMMUNICATION

(MAJMC)

| SL.NO | Course Code | Course Name | Relevance (Local/National/ Regional/Global) | Description(Importance for Student) |
|-------|-------------|---|---|--|
| 1. | C-1 | Theories and principles of communication | Global | Theories and Principles of Communication examine the fundamental concepts, models, and processes that shape effective human interaction. |
| 2. | C-2 | Print media: Editing and Reporting | Global | Print Media: Editing and Reporting is essential for students as it develops their skills in accurate news writing, editing, and ethical journalism for effective information dissemination. |
| 3. | C-3 | Electronic Media and web journalism | Global | Electronic Media and Web Journalism is crucial for students as it equips them with skills in digital storytelling, broadcasting, and online news reporting in the fast-evolving media landscape. |
| 4. | C-4 | Media Economics and Media management | Global | Media Economics and Media Management is important for students as it provides insights into the financial, operational, and strategic aspects of running media organizations effectively. |
| 5. | C-5 | Media Laws and Media Ethics | Global | Media Laws and Media Ethics is vital for students as it ensures they understand legal regulations and ethical responsibilities in journalism and mass communication. |
| 6. | C-6 | I.C.T and New Media Technologies | Global | ICT and New Media Technologies is crucial for students as it enhances their digital skills and knowledge of emerging technologies in modern communication and media. |
| 7. | C-7 | Communication and Development | Global | Communication and Development is essential for students as it highlights the role of effective communication in driving social change, public awareness, and sustainable development. |
| 8. | C-8 | Corporate Communications and Public Relations | National | Corporate Communications and Public Relations is crucial for media students as it equips them with skills to manage brand image, stakeholder relationships, and strategic communication in organizations. |



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| 9. | C-9 | Advertising and Marketing | Global | Advertising and Marketing is essential for media students as it teaches strategic communication, audience engagement, and brand promotion in the competitive media industry. |
| 10. | C-10 | Communication Research | Global | Communication Research is vital for media students as it equips them with analytical skills to study media trends, audience behavior, and the impact of communication strategies. |
| 11. | C-11 | Film Studies and Visual Communication | Global | Film Studies and Visual Communication is essential for media students as it enhances their understanding of storytelling, cinematography, and the impact of visual media on audiences. |
| 12. | C-12 | Internship | Global | Internship is crucial for media students as it provides hands-on industry experience, professional networking, and practical application of media skills in real-world settings. |
| 13. | GE-1 | International Communication and Intercultural Communication | Global | International and Intercultural Communication is essential for media students as it enhances their ability to navigate global media landscapes and communicate effectively across diverse cultures. |
| 14. | DC-1 | Science and Environmental Communication | National | Science and Environmental Communication is crucial for media students as it equips them with skills to effectively communicate scientific and environmental issues to the public, fostering awareness and informed decision-making. |
| 15. | DC-2 | Dissertation | Global | Dissertation is vital for media students as it develops their research, analytical, and critical thinking skills by exploring in-depth media-related topics. |
| 16. | SE-1 | Photography and Videography | Global | Photography and Videography is essential for media students as it equips them with visual storytelling skills crucial for journalism, filmmaking, and digital content creation. |
| 17. | FC | Introduction to Journalism and Mass communication | Global | Introduction to Journalism and Mass Communication is crucial for media students as it provides foundational knowledge of media principles, news reporting, and the role of mass communication in society. |



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