

# Centre for Mass Communication Central University of Jharkhand

## **Mission:**

“To pursue excellence and to provide leading-edge education that develops strong professional, critical, ethical skills and cross-culture awareness and prepare students to be socially responsible media professionals, scholars and citizens”.

## **About the Centre:**

The centre for Mass Communication, which comes under School of Mass Communication & Media Technologies, is playing an active role in producing knowledgeable and responsible media professionals by fulfilling the mission of the School of Mass Communication & Media Technologies and of the university. The centre contributes to the specific goals of the university by emphasizing teaching, learning process.

The centre is committed to excellence in imparting need based education to ready the students for media industry. The curriculum of the 5 – year integrated course of Mass Communication is designed to develop advanced knowledge in the field of media studies and to strengthen their communication skills.

The centre for Mass Communication has an intake capacity of 40 students per year.

The students are admitted through a common admission test.

The centre is under the process to acquire state-of-the- art infrastructure for studio setup and production unit. The blueprint for such has been prepared and forwarded for expert suggestion and comment.

The community radio centre is under the process of approval. The community radio could be started as soon as the proposal is approved. The centre will be run and managed by the students with help of the faculties.

The classes have been converted into smart class rooms. The students are being regularly engaged in debates, discussions, soft skills and other practical nature of task besides regular classes.

The curriculum is designed to educate students for assuming responsible positions in industry. The class lectures and subsequent assignments provide a foundation for students for critical thinking skills and informed decision-making abilities. The centre endeavours to utilize modern instructional technologies to facilitate student in developing concepts and their applications in practical field.