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Today is the world of free flow of information. The barriers between the countries have almost omitted and the world has turned out to be a global village. The whole information world has reached our door steps with the help of the Internet. It is now possible to reach to a mass number of people with different kinds of media like radio, television, the Internet, and many more. This type of communication is known as mass communication. It is more than interpersonal communication, as a large number of people are involved in it. Thus the importance of mass communication as a subject is growing day by day. It creates a global connection around the world.

The dissemination of information, knowledge, thought, attitudes and beliefs come under the sphere of mass communication. The modern mass media like newspaper, television, cinema, and the traditional media of social communication like puppet show, drama, dance and local meetings help in disseminating the ideas to the folks. The subject of mass communication covers a wide variety that includes modern as well as traditional media, the new communication technology and many more.

In the higher level, students are getting attracted towards this subject because of a recent boom in the communication technology of the world. With the growing popularity of the mass media, the educationists are feeling the need of introducing mass communication as a subject in the senior secondary level. By introducing this subject in the school curriculum, we can empower our future generation to be a part of the globally changing universe. Last year the Government of India had run a pilot project under which the subject was offered to some schools in the senior secondary level.

The success of the project opened up the doors for students to study mass communication as an elective subject in the senior secondary level. The Government assured that the Central Board of Secondary Education (CBSE) is soon going to introduce the subject in the schools so that students can reap the fruit of new communication technology. This subject will groom the students to continue their career in the media and communication world.

The salient features of this course are introduction to five principal mass media - film, television, print, radio and Internet; introduction to the evolution of mass media; an understanding of how the content of mass media shapes our thoughts, vision, ethics and action; analysis of the ways in which content is created in media; and, an understanding of creative and technical processes involved in filmmaking, television production, newsprint, radio and the Internet.

To introduce this subject in schools, there is the need of fulfilling some infrastructural requirements in the schools first. The proper set up for studio, editing room, editing machine, cameras, projectors, and section in library dealing with social media books should be provided first to the students. The educationists of the country are viewing it as a job oriented course that will open up new job opportunities for the students, not only inside the country, but in abroad also.

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