

## Mass Media & Journalism

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### **Mass Communication**

Mass communication involves transmission of information to large numbers of people through the use of mass media. With an increase in the number of television sets, news channels, radio stations, advertising, this field seems to be transcending into an unmatched growth and opens up the door towards a dynamic career. A degree in mass communication opens up opportunities in Journalism, Public relations and advertising, as a career. Mass communication course encompasses various streams.

### **Career Opportunities in Mass Communication**

- Journalism
- Public Relations
- Advertising
- Media Planner
- Broadcasting and Production
- Event Manager

### **How to Pursue a Career in Mass Communication**

	<b>Stream</b>	<b>Graduation</b>	<b>After Graduation</b>
<b>Path 1</b>	Clear Class XII in Any stream Pursue Bachelors in Journalism/Mass Communication /BA Hons.(English/Mass Communication) for 3 years Pursue Masters in Mass communication/Journalism for 1- 2 years	Pursue Bachelors in Journalism/Mass Communication /BA Hons.(English/Mass Communication) for 3 years	Pursue Masters in Mass communication/Journalism for 1- 2 years
<b>Path 2</b>	Clear Class XII in Any stream	Graduation in Any Stream	Pursue Diploma/ Masters in Mass communication/Journalism for 1- 2 years

## Important Facts

- Journalism and Mass Communication are two different degrees.
- Journalism is a part of Mass Communication but Mass Communication isn't a part of Journalism. While deciding the course do keep this thing in mind. Mass communication involves disseminating information to the masses whereas Journalism has an intent to persuade people.
- Most colleges have eligibility criteria of minimum 50% aggregate marks in Class XII (few colleges have 40% minimum aggregate criteria)  
Some colleges/ universities also have an age limit.

## Leading Institutes

Top Mass Communication Institutes in India

Colleges	Location	Websites
Indraprastha College for Women	New Delhi	<a href="http://www.ipcollege.ac.in">www.ipcollege.ac.in</a> Copy
St. Xavier's college	Mumbai	<a href="http://www.xaviers.edu/main">www.xaviers.edu/main</a> Copy
Christ University,	Bangalore	<a href="http://www.christuniversity.in">www.christuniversity.in</a> Copy
Symbiosis Centre of Media & Communication	Pune	<a href="http://www.scmc.edu.in">www.scmc.edu.in</a> Copy
Mithibai College, Somiaya College, Sophia College, Jai Hind College (University of Mumbai)	Mumbai	<a href="http://www.mithibai.ac.in">www.mithibai.ac.in</a> Copy
Indraprastha University	Various Locations	<a href="http://www.ipu.ac.in">www.ipu.ac.in</a> Copy
Manipal School of Communication	Manipal, Karnataka	<a href="http://www.manipal.edu/soc/programs/program-list/ba-media-and-communication.html">www.manipal.edu/soc/programs/program-list/ba-media-and-communication.html</a> Copy
Whistling Woods International	Mumbai	<a href="http://www.whistlingwoods.net">www.whistlingwoods.net</a> Copy
Jamia Milia Islamia Entrance Exam	New Delhi	<a href="http://www.jmi.ac.in">www.jmi.ac.in</a> Copy
School of Communication- Manipal University	Manipal	<a href="http://www.manipal.edu">www.manipal.edu</a> Copy
IIMC	New Delhi, Odisha, Maharashtra, J&K,	<a href="http://www.iimc.nic.in/index.aspx">www.iimc.nic.in/index.aspx</a> Copy

	Mizoram	
Xavier Institute of Communications (XIC)	Mumbai	<a href="http://www.xaviercomm.org">www.xaviercomm.org</a> Copy
Apeejay Institute of Mass communication	Dwarka, New Delhi	<a href="http://www.apeejay.edu/aimc/courses">www.apeejay.edu/aimc/courses</a> Copy
Jagran Lake University	Bhopal	<a href="http://www.jlu.edu.in">www.jlu.edu.in</a> Copy
Shoolini University	Solan, Himachal Pradesh	<a href="http://www.shooliniuniversity.com">www.shooliniuniversity.com</a> Copy
ICFAI University	Multiple Locations	<a href="http://www.icfaiuniversity.in">www.icfaiuniversity.in</a> Copy

#### Top Mass Communication Institutes in the World

Institution	Location	Website
University of Akron	Ohio	<a href="http://www.uakron.edu/about_ua">www.uakron.edu/about_ua</a> Copy
Johnson & Wales University - Providence	United states	<a href="http://www.www1.jwu.edu">www.www1.jwu.edu</a> Copy
Saint Peter's University	United States	<a href="http://www.saintpeters.edu">www.saintpeters.edu</a> Copy
Loughborough University London	London	<a href="http://www.lboro.ac.uk/study/postgraduate/programmes">www.lboro.ac.uk/study/postgraduate/programmes</a> Copy
University of New England (UNE)	England	<a href="http://www.une.edu.au">www.une.edu.au</a> Copy
University of the West of Scotland	Scotland	<a href="http://www.uws.ac.uk/home">www.uws.ac.uk/home</a> Copy
University of Bristol	United Kingdom	<a href="http://www.bristol.ac.uk">www.bristol.ac.uk</a> Copy
University of Hartford - Undergraduate Admissions	United States	<a href="http://www.hartford.edu">www.hartford.edu</a> Copy

## Mass Communication Entrance Exams

### Undergraduate

College	Tentative Period	Important Elements	Website
Indraprastha College for Women, DU	Mid June	General Awareness, English Comprehension, Creative & Analytical Skills (Descriptive), Interview	<a href="http://www.ipcollege.ac.in">www.ipcollege.ac.in</a> Copy
St. Xavier's college, Mumbai	June	Subject Test and objective Test <ul style="list-style-type: none"> <li>• General Knowledge</li> <li>• Current Affairs</li> <li>• Data Interpretation</li> <li>• Economics</li> <li>• English</li> <li>• Language and Comprehension Skills</li> <li>• Logical Reasoning and Critical Analysis</li> <li>• Creative Thinking</li> </ul> Personal Interview	<a href="http://www.xaviers.edu/main/index.php/bmm-bms-entrance-test-2017">www.xaviers.edu/main/index.php/bmm-bms-entrance-test-2017</a> Copy
Christ University, Bangalore	Last week of April	Entrance Test <ul style="list-style-type: none"> <li>• Verbal reasoning</li> <li>• Comprehension skills</li> <li>• Language skills</li> <li>• Subject skills</li> </ul>	<a href="http://www.christuniversity.in">www.christuniversity.in</a> Copy

		<p>Skill Assessment</p> <ul style="list-style-type: none"> <li>The skill assessment will consist of a test on written skills, communication skills and logical reasoning.</li> </ul> <p>Personal Interview</p>	
Symbiosis Centre of Media & Communication (SET)	May	<p>SET - For undergraduate students</p> <ul style="list-style-type: none"> <li>General English</li> <li>Quantitative</li> <li>General Awareness</li> <li>Analytical and Logical reasoning</li> </ul> <p>Personal Interview (PI), Written Ability Test (WAT)</p>	www.scmc.edu.in Copy
Mumbai University - BMM	On Merit Basis		-
Indraprastha University, CET	April	<ul style="list-style-type: none"> <li>English Language and Comprehension</li> <li>General Awareness</li> <li>Reasoning</li> </ul> <p>Media Aptitude</p>	www.ipu.ac.in/admission2017/adm2017main.htm Copy
Whistling Woods International	Dec	<ul style="list-style-type: none"> <li>General Aptitude Test,</li> <li>Creative Ability Test</li> </ul>	www.whistlingwoods.net Copy

		Personal Interview	
School of Communication- Manipal University (MU- OET)	April - May	<ul style="list-style-type: none"> <li>• Numeracy</li> <li>• Conceptual</li> <li>• General English</li> <li>• General Awareness</li> </ul> Case Study	www.manipal.edu Copy
Jamia Millia Islamia, New Delhi	April- May	Entrance test followed by GD, PI	www.jmi.ac.in/aboutjamia/departments/Hindi/courses-name/BAHons_Mass_Media_Hindi-31/1 Copy

### Postgraduate

College	Tentative Period	Important Elements	Website
IIMC	March - May	<ul style="list-style-type: none"> <li>• Written exam</li> <li>• GD</li> </ul> Personal Interview	www.iimc.nic.in/index.aspx Copy
Xavier Institute of Communications - OET	March	Objective and Subjective test <ol style="list-style-type: none"> <li>1. Language Skills</li> <li>2. General Knowledge</li> <li>3. Knowledge of Media,</li> <li>4. Logical</li> <li>5. Analytical skills.</li> </ol> Group Discussion & PI	www.xaviercomm.org Copy
Apeejay Institute of Mass communication	June	Objective & Subjective questions comprising: <ol style="list-style-type: none"> <li>1. General Awareness,</li> </ol>	www.apeejay.edu/aimc/courses Copy

		<p>General Knowledge and Current Affairs (50 marks).</p> <p>2. Questions related to the field of chosen course.</p> <p>Interview</p>	
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### Work Description

- Take up the role of journalists, writers, editors, public relations among others
- Provide information of current happenings in the society
- Spread awareness about various issues among the general public
- Entertain people through films, music, books, television, etc.
- Present oneself with fluency in speaking, confidence and in a creative manner
- Remain up to-date with trending events and happenings
- One should be able to observe and evaluate things critically

### Pros & Cons of a Career in Mass Communication

#### Pros

- Opportunity to work under/ with creative, well-educated people who inspire you to do well.
- Scope of mass media as a field is increasing and there is never a dearth of job opportunity.
- One gets the taste of recognition, fame & money
- The person gets to travel while working

#### Cons

- Involves hectic schedule and uncertain work timing
- The field may affect Personal life

Though having these minor drawbacks in this career, it proves to be a lightening stream for future career for students having interest in this field.