

Mass Communication

Introduction

Mass Communication Mass communication is the process of exchanging information through mass media to large segments of the population. In other words, mass communication refers to imparting and exchanging information on a large scale to a wide range of people.

Branches

- Journalism
- Advertisement
- Public Relation
- Event Management and Film Making

Skill Set

- Verbal and writing
- Good Observation Skills
- Critical thinking
- Design and Development
- Problem solving
- Cultural awareness
- Public Speaking
- Decision Making

Eligibility

You are required to score at least 45% to 50% marks in class 12 in order to be eligible for the undergraduate degree courses

Top Colleges

Indraprastha College for Women, New Delhi

Course: B.A. (Honours) Multimedia and Mass Communication

Eligibility: An aggregate of 75% marks in the best four (including 85% in English) of the qualifying examination.

Admission Mode: CUET

Delhi University, New Delhi

Course: B.A. (Hons.) Journalism

Eligibility: 10+ 2

Admission Mode: CUET

Some Colleges under Delhi University

- Institute of Home Economics (W)
- Kalindi College (W)
- Kamala Nehru College (W)
- Lady Shri Ram College for Women (W)
- Maharaja Agrasen College

- Delhi College of Arts and Commerce
- Bharati College (W)

Symbiosis Centre of Media & Communication, Pune

Course: Bachelor of Arts(Mass Communication)

Eligibility: 10+2 with a minimum of 50% (45% for SC/ST) marks

Admission Mode: Symbiosis Entrance Test (SET)

Mumbai University, Mumbai

Course: Bachelor of Mass Media (B.M.M)

Eligibility: 12th Pass

Admission Mode: Marks Based

Some Colleges Under Mumbai University

- Birla College
- Jai Hind College
- H.R. College of Commerce & Economics
- K.P.B. Hinduja College of Commerce
- Lala Lajpat Rai College of Commerce & Economics
- Guru Nanak College of Arts, Science & Commerce
- Maharshi Dayanand College of Arts, Science & Commerce
- Smt. Mithibai Motiram Kundnani College of Commerce & Economics

Madras Christian College, Chennai

Course: Bachelor of Arts (Journalism)

Eligibility: Passed 10+2 with 50% with English as a subject.

Admission Mode: Marks Based

St. Xavier's College, Mumbai

Course: Bachelor of Mass Media [B.M.M.]

Eligibility: Passed 10+2 with 65%

Admission Mode: Entrance exam (60%), and 10+2 marks (40%)

Christ University, Bangalore

Course: Bachelor of Arts (BA) in Journalism

Eligibility: Passed 10+2 in any stream with 55% marks

Admission Mode: Entrance Test + Personal Interview + Academic Performance

Amity School Of Communication, Noida

Course: B.A. (Journalism & Mass Communication)

Eligibility: 10+2 pass

Admission Mode: Admission based on 10+2 marks, English Essay and Interview

Job Prospects

- | | |
|--|---|
| <ul style="list-style-type: none">• Sound Mixer• Event manager• Writer• Editors• Reporters• Freelance writer• Photojournalists | <ul style="list-style-type: none">• Film Director• TV Correspondent• Producer• Radio Jockey/ RJ• Screenwriter• Sound Engineer• Video Jockey |
|--|---|

Disclaimer: The information provided here is to the best of our knowledge. It is highly recommended that you cross check the source of information through the specific Colleges and Universities. Career Prabhu is in no way responsible for the decisions made solely on the basis of this document