

Introduction to Journalism/Mass Communication

Why? Who?
What? Where?



Why Journalism/Mass Communication?

The purpose of journalism itself is to inform and interpret, educate and enlighten the people. The opportunities are endless and at the same time the job is very demanding and extremely challenging. As a journalist, you will constantly need to prove that "the pen (and the camera) is mightier than the sword."

Who should pursue Journalism/Mass Communication?

Any student who has:

- Critical thinking ability
- Detailed and accurate documenting abilities
- Strong communication skills
- The ability to understanding new cultures and laws

Specialisations within Journalism/Mass Communication:

- Public Relations
- Advertising
- Communication Studies
- TV and Film Studies
- Political Science
- Cinematography



Did you know? The largest read local language newspaper in India is Dainik Jagaran with 16 million readers!

Upcoming Specialisations within Journalism/Mass Communication:

- Photojournalism
- Investigative Reporter

Best colleges for Journalism/Mass Communication in:

India

- Mudra Institute of Communications-Ahmedabad
- Asian College of Journalism-Chennai
- Indian Institute of Journalism and New Media-Bengaluru

USA

- Indiana University
- Columbia University in New York
- University of California-Berkeley

UK

- University of Sheffield
- Bournemouth University
- University of Leeds

Singapore

- National Technological University
- Singapore Institute of Management

Canada

- University of Calgary
- University of Toronto
- University of British Columbia

HAPPY
Discovering

What are the prospects after studying this subject? Does it open up international opportunities?
Answer these and other such questions by reading and watching expert views at www.university.com/courses

University 
Discover & be discovered

Discover the Career Options Right for You

1 Initial Options



What are your career ideas?

If you haven't already given it a thought, then base it on influences from:

- Parents, family and friends
- Passion towards a subject
- Personal experiences
- Media and internet

Univariety probes and provides answers

Initial Options

Go to step 2

Instructions

- Follow this process, one at a time, to finalise career choices
- If the answer is 'No' at any stage then start from stage 1
- Do in-depth self research
- Complete details of this process and the questions around a 'Typical Day' Test are at www.univariety.com/courses

2 Hypothesis



Do you like it?

Remember the activities from the past which gave you joy and happiness. Does this career option similarly excite you?

Initial Hypothesis



Can you do it?

- Do you know how long it takes to get the degree?
- Do you like the subjects which you will study?
- Can you perform to get through to good colleges?
- Do you have the financial resources to support the degree?

Final Hypothesis

Go to step 3

3 Validation



Do you want it?

Do you like the:

- Nature of work you will do?
- Type of people you will deal with?
- Physical and mental effort required?
- The challenge it poses?



Will it fulfill your and your family's ambitions?

Will this give you a good:

- Lifestyle?
- Time with family and friends?
- Salary and money potential?
- Possibility of being famous?

Validated Hypothesis

Go to step 4

4 Finalisation



'Typical Day' Test?

"If you want to know the road ahead, then ask someone who has travelled it."

- Ancient Chinese Proverb

Here, we ask you to identify 2 - 3 people who have the same career that you have chosen and brought to this stage. Observe and ask questions to understand the 'typical life' in that career



Decision

Tools

- Discussion within the family and friends
- Univariety Website – Career Section
- Sessions with Univariety Counsellors
- Internet, books and other media