Dear Student,

Greetings from Univariety!

In response to your query, Mass communication is a wide term and relates to fields like public relations, communication, advertisement, and journalism, which can further be categorized into print, electronic and web journalism.

Mass Communication and Journalism involves dissemination of information and media effects through reporting, writing, editing, photography, broadcasting or cable casting news items though the print (magazines & newspapers) or electronic (television & web) media.

Mass Communication/Journalism can be pursued either at the graduate level or at postgraduate level. For Bachelor in Journalism, the minimum requirement is 10+2 with any combination. The duration of journalism courses is generally three/four years.

Eligibility required for Bachelor of Mass Media Course

Any candidate who had completed their intermediate class studies from any of the recognized boards is eligible for BMM course. The subject selected for study is not a restriction for pursuing the same. The students who have passed XII class with Science, Commerce or Arts are eligible to undergo the course. They should have obtained not less than 50% marks in the qualifying exam.

Admission Procedure:

The admission procedure for this course will be basically on the marks that you secure in class 12. The higher the marks, the better are your chances of securing admission to the top colleges. Once you fill in & submit the application form, you would have to wait to see if your name comes up in the shortlisted candidates' list. Based on this you will get admission. Hence we strongly recommend students to apply to more that one college to stand a chance of admission.

The qualification should be obtained from any of the recognized institutions with English as one of the subjects. A minimum of 55% marks is required to obtain admission in the same. Certain Universities conducts entrance exams for the selection process whereas some other consider the marks of XII class for the same. A student from any stream is eligible to pursue journalism.

The career in Mass Communication:

• Journalist in print media

• PROs in Corporate and Government organizations

• Program producer, researcher, scriptwriter, Radio Jockey

• News reader, anchor, reporter in television

• Camera and light operator. Production assistant in cinema

• Account executive media planner in advertising

Advantages or Benefits of Bachelor of Mass Media Course

The bachelor level course allows one to have higher education in areas of mass media or mass communication. The same allows one to obtain the lucrative career in any of the organization working in media communication. The prestigious jobs offer good salary packages and fame to hardworking professionals. The same allows one to interact and make contacts with a lot of famous personalities acting in different walks of life.

Employment Areas for BMM candidates:

Advertising Firms

AIR - All India Radio

Central Information Service

Newspapers

Periodicals and Magazines

Press Information Bureau

TV Channels

Websites

Top colleges for Bachelors of Mass Media:

1.St.Xavier's College, Mumbai

2.Loyola College, Chennai

3.Sophia College for Women, Mumbai

4.Indraprastha College for Women, New Delhi

5.St.Andrew's College of Arts Science and Commerce, Mumbai

Kindly go through the link for detailed information:https://www.univariety.com/career/Mass-Communication-Journalism/ced038e7

https://www.univariety.com/india/top-journalism-colleges-in-india

We hope the above information has helped you achieve clarity with regards to your query. Also, feel free to write to us if you have any further queries.

Regards,

Team Univariety