

## **Q. What is Mass Communication?**

**Mass communication** is the term used to describe the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising. Mass communication research includes media institutions and processes such as diffusion of information, and media effects such as persuasion or manipulation of public opinion. In the United States, for instance, several university departments were remodeled into schools or colleges of mass communication or "journalism and mass communication".

In addition to studying practical skills of journalism, public relations or advertising, they offer programs on "mass communication" or "mass communication research." The latter is often the title given to doctoral studies in such schools, whether the focus of the student's research is journalism practice, history, law or media effects. Departmental structures within such colleges may separate research and instruction in professional or technical aspects of mass communication. With the increased role of the Internet in delivering news and information, mass communication studies and media organizations tend to focus on the convergence of publishing, broadcasting and digital communication. The academic mass communication discipline historically differs from media studies and communication studies programs with roots in departments of theatre, film or speech, and with more interest in "qualitative", interpretive theory, critical or cultural approaches to communication study. In contrast, many mass communication programs historically lean toward empirical analysis and quantitative research — from statistical content analysis of media messages to survey research, public opinion polling, and experimental research.

## **Q. What are the different fields/areas of Mass Communication?**

Mass communication is a vast field covering many areas under it. Some of these are:

1. **PRINT JOURNALISM:** In short, journalism is collecting and editing of news for presentation through media. Print journalism has been one of the oldest forms of journalism. Newspapers and magazines, big or small have always been major source of news and information throughout the world and millions of readers go through them

daily. Over the years, print journalism has witnessed major transformation; the simple reporting of yesteryears has taken a shape of highly specialized and professional field owing to competition and other factors. The newspapers and magazines today cover a wide range of specialized sections like political events, business news, leisure, cinema, sports, career, health and so many other subjects, which demands for professionally qualified journalists. Given the variety of subjects to choose from, one can look forward to a field of his interest and pursue several available courses in that direction.

2. **ELECTRONIC JOURNALISM:** Introduction of electronic communication especially through broadcasting has affected the lifestyles and thoughts of masses. Communication mediums like television, radio, audio, video etc. has made possible news, entertainment, information, education related subjects reach the very far and wide places. It has to an extent sidelined other forms of communication. With the growing network of TV, satellite communication, cable services, radio stations, etc., the future of this industry seems bright. Electronic journalism offers to professionally qualified aspirants opportunities in a number of fields. Some of these are direction, production, camera, graphics, editing, sound, program research, script writing etc.

3. **FILMS - PRODUCERS, ACTORS, MUSICIANS AND DANCERS** When we talk of films today, there is no dearth of available professional career options. Although, it is not all that easy to taste success in one of the most competitive and sought after fields, but definitely for someone sanguine and determined, it can be quite rewarding. Films have always earned recognition and fascination of masses. There are so many different groups of people associated with the so-called big screen and one has a variety to choose from the available options from technical professions like directors, producers, soundmen, light-men, cameramen, editors etc. to artists like actors, dancers, musicians, stuntmen etc.

The rapidly growing film industry and its certain future have led to various institutes offering highly professional courses. One definitely finds it useful to pursue these courses in order to hone their skills and make themselves better to compete with the best in the industry.

4. **ADVERTISING:** Advertising is brand building process of a product, idea, thought or a even a service, through effective mediums of communication. From newspapers, magazines, posters, signboards, bills to the commercials on radio, television and even Internet, advertising has come a long way. Business organizations, political organizations, social organizations, all find it important to advertise in order to influence public opinion.

Since advertising is a service industry, the reputation of the ad agency depends on the effective work being done and campaign released from time to time. This makes the job even more challenging. With the advent of the multinational companies, more and more Indian agencies are tying up with the foreign agencies to pitch for international clients which is clearly indicative of high growth in coming years in this industry.

5. **PUBLIC RELATIONS:** Once, the simple operation of publicity, today has emerged as an important management function. Public Relations, as the name suggests, is used to generate and portray, positive image of an organization by various means. Business houses, schools, universities, hospitals, government institutions, etc. engage public relations personnel and agencies to cast and present their image, objectives and policies in the best possible light. For somebody to become a successful public relation consultant, it is imperative to have a liking to meet people along with excellent communication skills, ability to interact with, convince people, and build a rapport is important. The other traits should be, quick decision making abilities and good organizational skills.

### **Is Mass Communication the Right Career for Me?**

Answering this question requires a critical self-evaluation. You need to have creativity—a way with words and excellent communication skills as you will be required to explain and inform, about the most complex of issues, in the simplest of terms—to a large number of people. Moreover, you require great deal of patience, because in this field, it takes a lot of hard work, and quite some time, to make it to the top.

Positives/Negatives- Like any career option, mass communication too has positive features as well as a flip side. A career in mass communication requires commitment, dedication and sacrifice of personal time for the sake of staying on front or top, particularly in news industry. A journalist may have to work day in and day out to get breaking news. Similarly, media professionals who are in entertainment or film making need to work with passion which may come at the cost of their personal life. However, in a nutshell, mass communication as a career provides job satisfaction, name and fame and a challenge to live with.

### **What would it Cost Me?**

Courses in mass communication are expensive as tuition fees and charges and expenses for doing projects, internships, and field work are quite high. Most of the institutes offering under graduate courses charge anywhere from Rs 60,000 to Rs 2, 00,000 per year. It means you will have to pay nearly three lakhs for a course of three years duration. Similarly, a PG diploma course from Indian Institute of Mass Communication can cost in the range of Rs 40,000 to Rs 1,00,000 for one year. PG course in Mass Communication from MCRC at Jamia Millia Islamia can cost around one lakh for two years.

Funding/Scholarship: IIMC offers scholarship for candidates in each branch i.e. print media English and Hindi and Electronic Media which is almost half of the fees – for first two toppers. Several other memorial scholarships at the institute are based on merit. Other mass communication institutes too provide merit based free-ships and scholarships. Education loans are available from nationalized banks such as Allahabad Bank and Punjab National Bank wherein a student can seek a loan up to Rs 7.5 lakhs at low interest rates.

### **What are the Job Prospects?**

A professional course in mass communication opens doors for a career in films & TV, publishing, public relations, journalism, editing, direction, filmmaking, scriptwriting, production, etc. In nutshell, Mass Communication widens up the horizon of career options for a person. Depending upon personal interest and inclination a mass communication professional can choose a job. Attractive and high paying jobs as journalist, actor, director, editor, screenwriter, RJ, producer, VJ are available to the talented and trained individuals.

Pay Packet- Whereas candidates passing out from IIMC, MCRC Jamia, Symbiosis College and many other institutes receive attractive placement after their courses and handsome salaries, students from not-so-well-known institutes have to work hard to get placed. Starting salary for a mass communication professional could be between Rs 12,000 and 25,000. After 5 Years of work experience a professional can expect higher salary in the range of Rs 50,000 to Rs 1,00,000 per month.

Demand and Supply-Demand and supply plays a crucial role in careers of mass communication professionals. The global recession had cost many high profile journalists their jobs and the graduates of these turbulent times found it extremely hard to get placed. On the contrary, there is a dearth of trained professionals in mass media, new entertainment and news channels and with new launches in the pipeline the demand will only shoot up. Opening up of media sector for foreign investment is expected to create new jobs in the field.

Market Watch- Career opportunities in mass communication are expected to increase as not less than 70 news channels will come up in next five years. Thanks to mass media, news and entertainment job opportunities are aplenty for trained professionals in various roles - particularly in journalism and films. India being the largest producer of films in the world has ample opportunities. Technically qualified media professionals can work for TV channels, production houses or can make documentaries on their own.

International Focus-News Corporation of Rupert Murdoch, Disney Entertainment, Warner Brothers, CNBC, Guardian Group, BBC, ABC and many others are included among the large media groups which offer attractive jobs in mass communication at different levels and positions. In fact jobs in these organizations are attractive in terms of compensation and offer challenging job profiles. Indian professionals have an edge to work in international media houses for they have excellent command over English language.

### **Q. I want to Know in detail about Indian Institute of Mass Communication (IIMC) ?**

The Indian Institute of Mass Communication made a humble beginning on August 17, 1965, as a department of the Ministry of Information and Broadcasting, Government of India, with a small staff, including two consultants from UNESCO. Later, it was registered as an autonomous organization under the Societies Registration Act (1860) on January 22, 1966. Over the decades,

the Indian Institute of Mass Communication has created a niche for itself in the field of mass communication education, research and training and is today recognized as a "Centre of Excellence". It is playing a pivotal role by organizing suitable training courses to meet the demand for trained and skilled manpower in today's dynamic media scenario. It provides knowledge and skills to communicators in a variety of disciplines including print journalism, radio and television journalism, photo journalism, development communication, communication research, advertising and public relations.

The Institute has, to its credit, highly acclaimed and experienced faculty members drawn from various streams of media. Visiting faculty, including media stalwarts and industry leaders, too contribute to enrich the quality of the courses offered to the students. Many of the Institute's alumni have risen to high positions in the country's top media houses.

The principal objectives of the Institute, as set out in its Memorandum of Association, are:

- to organise training and research in the use and development of media of mass communication, with special reference to the requirements of socio-economic growth in the country.
- to provide training to the information and publicity personnel of Central and State Governments; to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.
- to arrange lectures, seminars and symposia on problems connected with mass communication, information and publicity in collaboration with universities, educational and research institutions as well as trade and industry.
- to organise refresher courses, summer schools and the like and to invite mass communication experts and research scholars from within the country and abroad for delivering lectures and/or developing research.

In the spirit of these objectives, the Institute conducts training and teaching programmes, develops a framework of research and contributes to the creation of an information infrastructure suitable not only for India but for all developing countries. It provides its expertise and consultancy services to other institutions in the country and collaborates with those abroad.

While the IIMC Regional Centre at Dhenkanal in Orissa has been operating successfully since 1993, two new regional centres opened this year at Amravati in Vidharbha region of Maharashtra and in Mizoram's capital Aizawl. Two more new regional centres are on the anvil.

Selection of students for both New Delhi and the other campuses is done through a common entrance examination. Students are assigned to the respective campuses based on merit cum choice criteria.

### **Post-graduate Diploma Course:**

## General Information

- Journalism (English), New Delhi and Dhenkanal (Orissa)
- Journalism (Hindi), New Delhi
- Advertising and Public Relations, New Delhi
- Radio and Television Journalism, New Delhi
- Journalism (Oriya), Dhenkanal (Orissa)

## Eligibility

**Nationality :** Only Indian nationals are eligible. In addition a limited number of seats are available for NRI sponsored.

**Essential :** Bachelor's degree in any discipline. Those who have appeared/are appearing for the degree examination are also eligible to apply. If selected, their admission will be subject to their producing a provisional certificate in original from the college/university before 31 August in the year applied for, failing which the provisional admission will stand cancelled.

**Desirable1.** Post-Graduate degree in any discipline **2.** Media-related work experience

**Selection of Candidates:** All eligible candidates will be called at their own expense for an entrance examination in third week of May in New Delhi/Bhubaneswar/Kolkata/Patna/Lucknow/Mumbai/Bangalore/Guwahati. The Institute reserves the right to call any candidates for entrance examination at any centre for administrative reasons. All the candidates who appear in the written examination will be ranked on the basis of the marks obtained by them. A shortlist will be prepared for each of the courses. The short-listed candidates will be called for an Group Discussion/Interview in June last week/first week of July in New Delhi at their own expense. The list of candidates to be admitted to the courses will be prepared on the basis of the combined marks obtained by the candidates in the written examination and in the GD/Interview. The weightage for written examination and GD/ Interview will be 85:15.

## Q. What are the different courses available to take a career in Mass Communication?

You can study B.A.(Journalism); B.A.(Mass Communication); M.A.(Journalism); M.A. (Mass Communication); Post Graduate Diploma (Journalism/Mass Communication) etc to take up a career in the field of Mass Communication

The **Bachelor of Journalism (B.J.)** degree is a professional degree awarded at some universities to students who have studied journalism in a three or four year undergraduate program. In the United States, some schools that do not award the B.J. degree instead confer a

**Bachelor of Arts, Journalism (B.A.J.), or Bachelor of Science, Journalism (BSJ)** that is often part of or in conjunction with a course of study in mass communication. In India, Bachelor of Journalism is of 3 years. Journalism Courses in India are known by various names like **B.J.** (Bachelor of Journalism), **B.C.J.** (Bachelor of Communication and Journalism), **B.M.M.** (Bachelor of Mass Media), **B.J.M.C.** (Bachelor of Journalism and Mass Communication), **B.A. - J.M.C** (Bachelor of Arts in Journalism and Mass Communication), **B.A.- Mass Communication** (Bachelor of Arts in Mass Communication). Though the nomenclature differs but these all Courses are one and the same with minor changes in content which have no significant change in employment options after the completion of the course.

**List of colleges offering B.A Journalism courses**

<u>College Name</u>	<u>University</u>	<u>State</u>
Aditi Mahavidyalaya	University of Delhi	Delhi
Administrative Management College	Bangalore University	Karnataka
Alva's College	Mangalore University	Karnataka
Apar India Institute of Management and Technology	Sikkim Manipal University of Health Medical & Technological Sciences	Delhi
Bhartiya Jain Sanghatana College	University of Pune	Maharashtra
Bhim Rao Ambedkar College	University of Delhi	Delhi
Chotanagpur Institute of Information Technology & Management,Dhanabad	Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya	Jharkhand



CSI Bishop Appasamy College of Arts & Science	Bharathiar University	Tamil Nadu
Delhi College of Arts & Commerce	University of Delhi	Delhi
Delhi Institute of Pharmaceutical	University of Delhi	Delhi
Global Business School	Deemed University/Autonomous colleges	Uttar Pradesh
Kabi Samrat Upendra Bhanja College	Berhampur University	Orissa
Kalindi College	University of Delhi	Delhi
Kanya Maha Vidyalaya	Guru Nanak Dev University	Punjab
Kasturi Ram College of Higher Education	Guru Gobind Singh Indraprastha University	Delhi
Lady Shri Ram College (LSR College)	University of Delhi	Delhi