

Learn how to join

Mass Communication



India has witnessed a phenomenal growth in communication technology and media in the past two decade.

Careers in Mass Communication are not only high paying but also bring in a great deal of job satisfaction and expression of creativity.



How to start?



- Unlike professional streams there are no preparation strategies or set formulae for making a career in mass communication.
- Not long ago, people with good communication skills and a degree in literature were considered fit for journalism and other areas of mass communication.
- However, in recent times mass communication require skilled professionals who work fast and efficiently send across the message to a whole range of audience.

Education & Experience

A graduate degree in mass communication is good to start with but a post graduate degree or diploma is almost essential to be considered for responsible positions in any organisation.

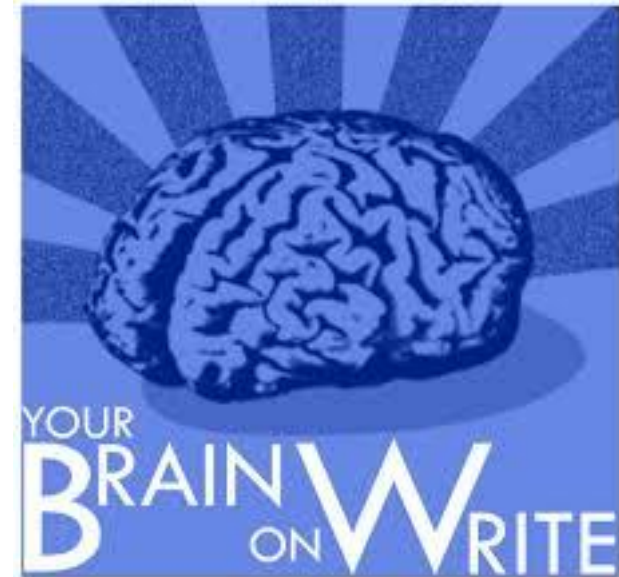


- You can also start blogging or work as a freelance contributor to newspapers and a host of online publishing sites to develop your communication skills.
- Maturity, objectivity and a sensible train of thought are essential.

Is it the Right profession for me?

You have to critically self-evaluate your skill, desire and potential.

- You need to have creativity (a way with word) and polish your communication skills through out the career path.
- You will be required to explain and inform most complex issues in simplest of terms.
- 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.



What would it Cost me ?



Mass communication courses are expensive as you will have to pay for doing projects, internships, and field-work in addition to paying for tuition fee.

- Under graduate courses may cost nearly 3 lakhs for a course of 3 years duration.
- A PG diploma course(1 year) can cost nearly 1 lakh for one year course.

Funding/Scholarship

- Various institutes and organizations/memorials offers scholarship in print media English and Hindi and Electronic Media
- Some mass communication institutes too provide merit based scholarships.

Job Prospects

Mass Communication provided wide range of career options both in indoor and outdoor environment including freelance work option.

A professional course in mass communication opens doors for a career in

- Films & TV
- Publishing
- Public Relations (PR)
- Journalism
- Editing
- Direction
- Filmmaking
- Scriptwriting
- Production



Film & TV



Public Relation



Direction



Editing

Pay Packet



- 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

There is a dearth of trained professionals in India. New entertainment and news channels are creating the demand across the country.

Market Watch

- Career opportunities in mass communication are expected to increase in coming years.
- India being the largest producer of films in the world has ample opportunities in the film industry.
- Technically qualified media professionals can work for TV channels, production houses or can make documentaries on their own.



Positives/Negatives



Like any career option, mass communication too has positive features as well as a negative side.

- It 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.
- Professionals in entertainment or film making need to work with passion which may come at the cost of their personal life.
- However, mass communication as a career provides job satisfaction, name and fame and a challenge to live with.

Different Roles, Different Names

Various job profiles in mass communication:

- Fashion Photographer
- Film Director
- TV Correspondent
- Producer
- Radio Jockey/ RJ
- Screenwriter
- Sound Engineer
- Sound Mixer and Sound Recordist
- Special Correspondent
- Video Jockey
- Art Director
- Editor
- Event manager
- Public Relations Officer

Tips for Getting Hired

Besides pursuing a course from a mass communication institute, a candidate is required to possess certain skills or interests which help him get a job.

- Candidates who are interested to get into news media should have keen interest and sound knowledge of news and current affairs.
- Those who are interested in electronic media are required to have practical knowledge on video editing.
- Most of the mass media training institutes offer internship programs with news channels or entertainment channels which help candidates get a job after completion of the course.



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