



The Next Step



Great Guidance for a Great Future



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EDITOR'S NOTE

Dear Readers,

We would like to take a moment to express our heartfelt gratitude to all of you for your unwavering support and belief in our work. Thank you for being an integral part of our newsletter community.

This time, our team has created an exciting and versatile subject with various career options for you to explore. Our students and the teachers at the Careers Department have worked diligently to collect and share accurate information with you promptly.

In this edition, you will find valuable knowledge, information, and opportunities in the field of mass communication.

We hope you find this edition informative and inspiring. We are grateful for being a valued member of our community, and we look forward to sharing more educational insights with you in the future.

As always, we value your feedback and suggestions, therefore if you have any better suggestions or ideas for future topics, please feel free to write to us at careers@assamvalleyschool.com. Your input is crucial in ensuring that we continue to provide relevant and beneficial content to our readers.

Warm regards,

Devesh Prajapati

MIC -The Next Step – Careers Newsletter

MASS COMMUNICATION

INTRODUCTION

Mass communication at the school level introduces students to the study of how information is transmitted to large audiences through various forms of media, emphasizing its role in society and its historical development. Students explore different media forms, including print, broadcast, and digital media, and learn the basics of journalism, broadcasting, and media production. The curriculum covers media ethics, laws, advertising, public relations, and communication theories, providing a comprehensive understanding of the ethical and legal considerations in media. Practical skills such as writing for media, graphic design, and public speaking are also emphasized. Additionally, students learn to analyze media content, recognize media bias, and understand the impact of media on culture and society. Current trends in social media and digital journalism are explored, preparing students for further studies or careers in journalism, media, public relations, advertising, and related fields. This subject aims to equip students with critical thinking skills, an understanding of the media landscape, and the ability to communicate effectively in various formats. It is a blend of theoretical knowledge and practical skills, preparing students for further studies or careers in journalism, media, public relations, advertising, and related fields.

OBJECTIVES FOR AVIATORS

- Introduction to the comprehensive understanding of the five principles of mass Media viz, Film, TV, Print, Radio, and New Media
- Introduction to the Evolution of Mass Media
- To understand how the content and presentation of mass media shape our thoughts, vision, ethics, and action
- Analysis of how content is created in media
- To understand creative and technical processes involved in newsprint, radio, television production, filmmaking, and the internet
- Introduction to the organization of media and entertainment industries - the financial and commercial aspects.
- To delineate the roles and responsibilities of creative, technical, and administrative people in the media
- To familiarize with the career options in the media and entertainment industry
- To analyze the vital importance of mass media in the functioning of a secular, liberal, democracy like India
- To understand the convergence of mass media as the futuristic trend opening more and more exciting career and creative opportunities.



BENEFITS

01

Enhanced Critical Thinking:

Students learn to analyze media content critically, recognize biases, and evaluate the credibility of sources. This skill is crucial in navigating the vast amount of information available today.

02

Improved Communication Skills: The subject helps students develop strong writing, speaking, and presentation skills, which are valuable in academic and professional settings.

03

Media Literacy: In an age dominated by media, understanding how media operates and influences public opinion equips students to become informed and responsible consumers of information.

04

Creativity and Innovation: Engaging in media production, such as creating videos, podcasts, and graphics, fosters creativity and allows students to experiment with new ideas and technologies.

05

Career Readiness: Knowledge of mass communication opens career opportunities in journalism, broadcasting, public relations, advertising, and digital media. Students gain practical skills that are directly applicable to these fields.

BENEFITS

06

Understanding of Social Issues: Mass communication covers various social, cultural, and political topics, helping students become more aware of global issues and their role as informed citizens.

07

Ethical Awareness: The subject highlights the importance of ethics in media, teaching students about responsible journalism, the impact of misinformation, and the importance of integrity in communication.

08

Collaboration and Teamwork: Many projects in mass communication involve group work, promoting teamwork and collaborative problem-solving skills.

09

Technological Proficiency: Students become familiar with various digital tools and platforms, enhancing their technological skills and adaptability in a rapidly changing digital world.

10

Confidence Building: Through activities like public speaking, debates, and presentations, students build confidence in expressing their ideas and opinions.

Studying mass communication equips students with a versatile skill set, fostering their intellectual growth, creativity, and preparedness for future academic and career endeavors. Students in India who are interested in pursuing a career in mass communication have a variety of courses and colleges to choose from. Here are some of the prominent courses and colleges along with their entrance examinations:

COLLEGES AND THEIR ENTRANCE EXAMINATIONS

U A Y A O OA
O Y UY

COURSE: BA in Journalism and Mass Communication
ENTRANCE EXAM: IIMC Entrance Exam

N Y YU AA UO OA
O Y

COURSE: BA in Mass Communication
ENTRANCE EXAM: Symbiosis Entrance Test (SET)

A Y Y O OA O
NA

COURSE: BA in Mass Media
ENTRANCE EXAM: XIC Online Entrance Test

UY O Y Y A A UO Y OY UOAO Y
UY

COURSE: BA (Hons) Journalism
ENTRANCE EXAM: Based on DUET (Delhi University Entrance Test)
OR CUET

A Y O Y Y NA

COURSE: Bachelor in Mass Media (BMM)
ENTRANCE EXAM: St. Xavier's College Entrance Test

COLLEGES AND THEIR ENTRANCE EXAMINATIONS

A A M W W A AM
M W A

COURSE: Postgraduate Diploma in Journalism
(Note: This is a postgraduate course, but the institution is highly
reputed for journalism studies)

ENTRANCE EXAM: ACJ Entrance Examination

M W LA A W

COURSE: B.A in Journalism, Psychology, and English

ENTRANCE EXAM: Christ University Entrance Test (CUET)

A A A M M MA
A M A A

COURSE: Bachelor of Arts in Media and Communication

ENTRANCE EXAM: MASCOM Entrance Exam

AS A M W W W SW

COURSE: BA (Hons) Journalism

ENTRANCE EXAM: Based on DUET (Delhi University Entrance Test) or
CUET

S A A AM W W W W
SW

COURSE: BA (Hons) Multi-Media and Mass Communication

ENTRANCE EXAM: Based on DUET (Delhi University Entrance
Test) OR CUET

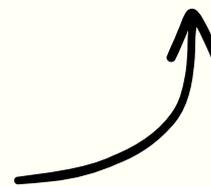
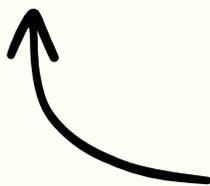
ADMISSION PROCESS:

ENTRANCE EXAMS

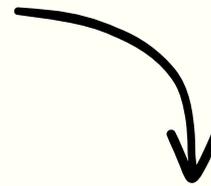
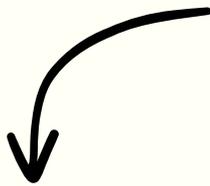
Most of the top colleges require students to clear entrance exams, which test general awareness, media aptitude, and sometimes language skills.

MERIT-BASED ADMISSION

Some universities offer admission based on 12th- grade marks. For example, many Delhi University colleges admit students to their journalism and mass communication courses based on cut-off marks.



MASS COMMUNICATION



KEY POINTS:

GENERAL AWARENESS:

Keep updated with current affairs, especially related to media and communications.

LOGICAL REASONING:

Basic analytical and reasoning skills.

LANGUAGE PROFICIENCY:

Good command over English and sometimes regional languages.

MEDIA APTITUDE:

Understanding of basic media concepts, history, and types of media.

INTERNATIONAL UNIVERSITIES AND SCHOLARSHIPS

Choosing the right college and preparing for the respective entrance exams is crucial for a successful career in mass communication. Each college may have specific eligibility criteria and selection processes, so it is important to check their official websites for detailed and updated information. The following is a list of some international universities that is best for mass communication:-



COLUMBIA UNIVERSITY, USA

Columbia University offers several graduate programs in the areas of mass communication and media:

- Master of Science in Strategic Communication
- MA in Instructional Technology and Media



UNIVERSITY OF SOUTHERN CALIFORNIA (USC), USA

USC Annenberg provides a variety of graduate and undergraduate degree options designed to cater to different interests within the field of mass communication. These include specialized master's programs such as Communication Data Science, Communication Management, Digital Media Management, Public Relations Innovation, and Specialized Journalism



LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCES (LSE), UK

The course of MSc Mass Communication at LSE includes core courses focusing on media and communications theories, as well as research methods, along with optional courses spanning various relevant departments, such as sociology and gender studies.



UNIVERSITY OF MELBOURNE, AUSTRALIA

Students at the University of Melbourne can pursue various degrees in Media and Communications, including a Bachelor of Arts in Media and Communications and a Master of Publishing and Communications. These programs are structured to equip students with essential skills and knowledge applicable to the field, preparing them for diverse career opportunities.



HONG KONG UNIVERSITY (HKU), HONG KONG

At the undergraduate level, HKU's JMSc features 38 courses covering a wide array of topics pertinent to mass communication, such as news reporting, media law, and ethics.

INTERNATIONAL UNIVERSITIES AND SCHOLARSHIPS



UNIVERSITY OF AMSTERDAM, NETHERLANDS

The University of Amsterdam offers a variety of Bachelor's and Master's programs in Communication Science that focus on understanding the content, use, and effects of media and communication across different platforms. These programs are designed to explore various aspects of communication and mass media, preparing students for careers in academia, media, and beyond.



OXFORD UNIVERSITY, UK

Oxford offers a range of courses in mass communication, including topics such as public relations, social media, and introduction to mass communication. These courses are designed to provide students with foundational knowledge and practical skills needed to navigate contemporary media landscapes. Moreover, the curriculum highlights key areas such as public relations management and public relations writing, which are crucial for students intending to pursue careers in these domains.

R A A A R

- Merit-Based Scholarships- Merit-based scholarships are a form of financial aid awarded to students based on their achievements rather than financial need.
- Need-Based Scholarships- These scholarships aim to assist students who require financial support to afford the costs associated with attending college, including tuition, room, board, and other educational expenses
- Athletic Scholarships - Athletic scholarships are financial aid awards granted to student-athletes by college athletic departments based on their athletic abilities and potential contributions to a sports team.
- Government Grants and Scholarships (National Scholarship Portal) - These funds can help cover tuition fees, educational materials, and other associated costs, making education more accessible for various demographics, including those from economically weaker sections or specific communities.
- Community Service Scholarships - Community service scholarships are financial awards designed to recognize and reward students for their active involvement and contributions to their communities.

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