

“GRATITUDE IS THE FAIREST BLOSSOM WHICH SPRINGS FROM THE SOUL”

MASS COMMUNICATION

Innovation, creativity, novelty coupled with successful utilization of the latest technology has hugely intensified the power of mass communication both in terms of effectiveness and range of services that it offers. This is one such field which is attracting a lot of people towards it. The stable Indian economy backed by liberalization policies has resulted into high industrial development, thereby boosting the growth of backup industries like Public Relations and Advertising catering to the communication needs and requirements of other industries. Mass Communication is divided into two major sectors namely Print Journalism and Electronic Media.

PRINT JOURNALISM: Journalism informs analyses and shapes opinion. Journalism in print media has moved forward a lot from its position of merely presenting news to a source of discussion and views on diverse fields. The growing awareness that knowledge is the power has also given an impetus to the regional and vernacular press to expand. Journalism is concerned with collection and dissemination of news through the print media as well as the electronic media. This involves various areas of works like reporting, writing, editing, photographing, broadcasting or cable casting news items. The various options in print journalism is discussed below

OPTION	OVERVIEW
Reporter/Correspondants	These people are either handed a specified assignment or search out stories on their own
Sub & Copy Editors	They are responsible for editing, rewriting and trimming the stories, without compromising on adequacy and effectiveness of the news
Feature writers	These people either write stories assigned to them or work on the own chosen subject
Columnists	They express their point of view, opinion and analysis on various topics
Liners or Stingers	These people are not full-time employees and are more of freelancers who organize stings on various people
Photojournalists	These people are the ones who capture photos related to a news piece, these add power to the news article

ELECTRONIC MEDIA: The phenomenal advancement in the Electronic Media is reflected not only by the expansion of their reach, but also by the technological sophistication in the way they are presented. The advent of cable TV, satellite channels and other such things has pumped up the delivering ability in real time. The Electronic Media also has different options.

OPTION	OVERVIEW
Reporters/Correspondent	Their key responsibilities of the reporters are conceptualizing the stories, researching its aspect, choosing location, organizing and directing the shots, scripting and finally supervising the edit
Editor	IT include pruning, putting in sequences, juxtaposing, highlighting the shots, sound effects and music related to the visuals
Comperes	Their duty is to control the programme and regulate its mood
Presenter	The presenter is responsible for blending the programme content with relevant fillers to create the appropriate mood and to add colour to the program
Voice-casters	They lent their voice to programmes and are generally freelancers.
Scriptwriters	They write scripts for documentaries, newscasts, etc.
Camerman	They are responsible for taking shots of the news which is being covered.

Today's competitive world has led to the emergence of the following specialized field of journalism.

Web Journalism	It is the different flavor of print journalism and is the fusion of communication and ever growing information technology
Photo Journalism	They work for newspapers and magazines to provide them with photographs of that relevant event
Fashion Journalism	They write about everything related to the field of fashion. they cover both the technical and non-technical aspect
Sports Journalism	It is involved with writing and covering events of sports

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EDUCATION AND FUTURE OPPORTUNITIES: ONE qualified to go in for a degree in Journalism or Mass communication after their 10+2 level, with no specific background of academics. A person can go in for a three year Bachelor or Honours degree in this field. Courses' available range from B.A (Hons) in Journalism, B.A in Mass Communication, Bachelor in Journalism & Mass Communication. Most mass communication courses in India now are available at the undergraduate level. Therefore, you need to have finished your 10+2 level. Most of the mass media courses require you to take an entrance exam. Career in journalism is a prestigious profession as well as a highly paid one. Journalists play a major role in the development of nation. It is through them that we get information about daily happenings in the society. The purpose of journalism itself is to inform and interpret, educate and enlighten the people. The opportunities for journalists are endless and at the same time the job has become more challenging, as the new world is proving the adage that "the pen (and the camera) is mightier than the sword." Simple reporting of events is no more sufficient, more specialization and professionalism in reporting is required. Journalists specialize in diverse areas, such as politics, finance and economics, investigation, culture and sports for newspapers and periodicals.

PERSONAL ATTRIBUTES: To become a journalist one should have an inquisitive mind, will power, an aptitude for presenting information in an accurate, concise and effective manner, organize their thoughts and to express themselves clearly both orally and in writing. At the same time a journalist has to be tactful, confident and organized while interviewing people from all walks of life. They must have the ability to sift relevant facts from the irrelevant. The ability to accept criticism and willingness to do considerable rewriting are also necessary.

TOP COLLEGES INDIA:

COLLEGE	ADDRESS	PHONE NO & EMAIL ADDRESS
Mudra Institute of Communications, Ahmedabad "	Shela, Ahmedabad (380058)	Ph: 2717-237946-51, Fax: 237945 , E-mail: admissions@mica.ac.in
Asian College of Journalism, Chennai	Kasturi Centre, 124, Wallajah Road, Chennai - 600002	Ph: 91-44-28418254/55 91-44-28526227/49 , Fax: 91-44-28418253, Email: asian_media@vsnl.com
AJ Kidwai Mass Comm Research Centre, Jamia , New Delhi	Jamia Millia Islamia, Jamia Nagar, New Delhi-110025, India	Phone: +91(11)26981717, Fax: +91(11)2698 0229
Xavier Institute of Communication, Mumbai	Mumbai, Maharashtra- 400 001	Phone No :-(91-22) 262 1366 , 262 1639 , 262 2877 Fax No :-(91-22) 265 8546, Email: pr@xaviercomm.org Website: www.xaviercomm.org
Film and Television Institute of India, Pune	Law College Road, Pune - 411 004 (Maharashtra)	Tel No. : +91 - 020- 25431817 / 25433016 / 25430017, Emailtutorial_sec@ftiindia.com , shortcourse@ftiindia.com , multimedia@ftiindia.com
Symbiosis Institute of Mass Communication, Pune	Senapati Bapat Road, Pune 411 004, Maharashtra, India.	Tel:020-25652303/25660972, Fax:020-25674664 Emailadmission@simc.edu , Website: www.simc.edu
Indian Institute of Journalism and New Media, Bangalore	316, 5th A Cross, HRBR Layout 3rd Block, Kalyananagar Post Bangalore 560 043	Ph:0091-80-28437907/28437903, E-mail: admin@ijnm.org
Manorama School of Communication, Kottayam	PB No: 229, Kottayam Kerala, Pin Code: 686 001	Ph:+91-481-2300851 Website: www.manoramajschool.com Email: info@manoramajschool.com
Times School of Journalism, New Delhi	Times Centre for Media Studies, 10 Darya Ganj (Top Floor), 110002, New Delhi	
IIMC, New Delhi	JNU new campus, Aruna Asif Ali Marg, New Delhi - 110067, India.	Phone:26160940/60,91-011-26109268 Fax:91-01126107462, Email: pbapaiah@yahoo.com