



Should I Major In Mass Communication?

What Is Mass Communication?

Mass communication is the study of how people and entities relay information through mass media to large segments of the population. It is associated with the practical applications of journalism (print media), television and radio broadcasting, film, public relations, and advertising. Mass communication imparts skills useful not only in fields directly related to it, but also for many other professions. These skills include verbal and writing, observation, critical thinking, design and development, problem solving, cultural awareness, etc. just to name a few. For individuals interested in continuing their academic education and enhancing their skills, a master's degree program in journalism and mass communication can offer further career advancement opportunities.

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How do you decide if pursuing an undergraduate degree in mass communication is right for you? Not only will the majority of your courses in the undergraduate degree be relating to this subject, it also lays the foundation for your future career. Thus, it's very important to research whether a major in mass communication is appropriate for you.

Top 3 factors to Consider when deciding your major:

1. **Passion & Interests.** Are you passionate about mass communication? Do you love to read and write articles and blogs? Do you have strong interpersonal or communication skills? Do you take part in creative activities in your school? Think about what excites you. If the activities you volunteer for and the extracurricular activities you engage in reinforce your commitment to mass communication, then you know it's the right major for you. If you are unsure, then get involved – for example, start blogging or work as a freelance contributor to newspapers and a host of online publishing sites to develop your communication skills.
2. **Academic Strengths & Aptitude.** When considering your major, make sure your academic strengths and aptitude match that of your subject. For example, do you excel in writing? A mass communication degree requires you to be creative in front of an audience. So are you comfortable with performing on stage? Review the degree curriculum at your target schools, take college-level online courses in mass communication-related subjects, and/or enroll in a summer school program to get a better understanding of what the academic expectations will be.





3. **Job Prospects.** Even if you have a passion and aptitude for journalism or communication, you also need to evaluate the jobs a mass communication degree opens up for you. Getting a summer internship at a related company or organization will not only help you explore, but will also help you cement your interest in this sector. Also, talk to seasoned professionals in careers that you are considering.

Subjects Covered

Often a Mass Communication student must complete both a broad liberal arts education and rigorous writing coursework. Students study subjects such as newspaper writing, communications law, reporting skills, journalistic research techniques and news analysis. This wide range of subjects reflects the multidisciplinary nature of mass communication, and the importance of understanding all the key elements that are needed in journalism or communication.

If you're looking for a degree that specializes more in a particular aspect of mass communication (e.g. media reporter or advertising), consider taking a dedicated program in that area, or a joint honors degree. The advantage is that you will acquire general communication skills along with more specialized ones, leaving you well placed when it comes to applying for jobs once you graduate.

Potential Careers

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, it widens up the broad horizon of career options as a journalist, actor, director, editor, screenwriter, RJ, producer, VJ, etc.

Typical careers with a business degree include:

Journalism. The core purpose of a journalist is to research, document, write, and present the news in an honest, ethical, and unbiased way. The journalist job calls for hard work, ethics, quality writing, and, at its heart, the desire to tell the truth. You might be interviewing people in a wide range of circumstances, building contacts and sources and creating blog publications in tight deadlines. Typical employers of journalists are newspapers, magazines, websites, radio stations and television companies.

Broadcasting. A broadcast presenter is the public face, or voice, of programs broadcasted on television, radio and the internet. You have to research, investigate and present news and





current affairs content for the media. You will require excellent speaking and writing skills, as well as familiarity with the workings of media organizations. Depending on your area of interest, there are a number of jobs available in sectors like news, sports, talk, weather, and music. A undergraduate major is typically required for broadcasting but master's degree programs gives you the specialization.

Advertising. Advertising refers to marketing a product or service in a persuasive manner that encourages the audience to buy the product or use the service. Students with major in mass communication generally excel in advertising since advertising takes place through some form of mass media, such as television. The course structure is full of projects, practical assignments and research to give you a complete insight of the practical world. There are a lot of job opportunities in advertising such as creative and client servicing, media planning, direct marketing, digital marketing & promotions in varied mass media houses, corporate in house advertising and in the entertainment industry. Often a bachelor's degree in mass communication with some course work in advertising is good enough for a career in advertising, but nowadays internships are becoming crucial for the job because of the experience and competitive edge they provide.

Writing or Editing. Writers research topics and present information for newspapers, magazines, websites and other mediums. Mass communication helps a student to develop essential soft skills like creative thinking, good writing and communication skills, analysis of written content, etc. which gives them an upright advantage in writing or editing. The coursework includes topics ranging from news journalism to world literature. It will cover how to inform, persuade, and entertain an audience. As far as job potential is concerned you may specialize in an industry, such as advertising, or a field, such as political commentary.

Other careers include roles within public relation, event manager, photojournalism, sound mixer, critic, and illustrator.

A career in mass communication requires commitment, dedication and sacrifice of personal time for the sake of staying in front or top, particularly in news industry. Thus, mass communication as a career provides job satisfaction, expression of creativity and a challenge to live with. An undergraduate education in mass communication provides the right formative tools needed to succeed at an organization. A mass communication degree provides graduates the opportunity to enter a wide range of industries as their skills are unique in itself. With so many conventional and non-conventional doors open, it is important students reflect and identify where their interests and passion lie ideally through deeper engagement in activities both inside and outside of the classroom.

