

# B.A. MASS COMMUNICATION



A three-year programme B.A. Mass Communication mainly deals with productions for News Papers, Radio and TV, Advertising, Public Relations, Film and Script Writing. This three-year course is divided into six semesters. Its special features include :

- Introduction to Mass Communication
- Graphic Design
- Media, Culture and Society
- Digital Audio Production
- Advertising
- Digital Photography
- Web Design
- Elements of Film
- Reporting & Editing
- Television Production
- Public Relations
- Film Studies
- Media Laws and Ethics
- Development Communication
- Mass Media Research
- Online Journalism
- Radio Production
- Digital Film Making

## WHAT IS UNIQUE ABOUT LOYOLA'S B.A. MASS COMMUNICATION?

- First of its kind in Andhra Pradesh and Telangana
- Practical-oriented course
- Digital Radio and TV studios for shoots and editing
- Tie-up with top TV Channels and FM Stations
- Visiting faculty drawn from top national and international agencies
- Guest lecturers with international experience
- Internship in the media or relevant field in the fourth and sixth semesters
- Film / Documentary production in the last semester
- Submission of thesis in the last semester

## CORPORATE PLACEMENTS

- Television Channels
- Advertising Companies
- Film Industry
- Content Writers
- Radio Announcers or Disc Jockeys or Video Jockeys
- News Presenters and Program Hosts on TV
- Editors
- Sound Engineers



## ADMISSION GUIDELINES

An aggregate of 55% at 10+2 level in CEC, MEC, MPC or BiPC. Plus creative thinking, good communication skills, analytical and writing ability. An entrance examination in current events and writing skills.