

B.A. MASS COMMUNICATION



LOYOLA ACADEMY



A three-year programme B.A. Mass Communication mainly deals with productions for News Papers, Radio & TV, Advertising, Public Relations and Films, covering following papers:

- 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?

- One of the first of its kind in Andhra Pradesh and Telangana
- Practical-oriented course
- Recording Studio for Online Radio and Audio Production
- TV News studio for overall production process
- Industrial visits to TV Channels and FM Stations
- Guest Lectures, Interactive sessions and Workshops by industry experts
- Internships in the fourth and sixth semesters
- Film / Documentary Production in the last semester
- Hands-on experience in Digital Photography

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.