



**PRESIDENCY**  
UNIVERSITY

# MEDIA STUDIES

PRESIDENCY SCHOOL OF



Aspire. Believe. Become.

**Admissions Open 2025 – 2026**

## Introduction

Presidency School of Media Studies offers an industry-aligned programme, equipping students with essential media skills across print, digital, broadcast, radio, advertising, PR, podcasting, event management, and fact-checking.

Hands-on learning is emphasised through guest lectures, media firm visits, photowalks, and educational trips. Global partnerships provide study-abroad opportunities for international exposure. Guided by experienced faculty, students stay ahead of industry trends, gaining the expertise needed to excel in the competitive media landscape.

## Career Options

Graduates with a **BA in Journalism and Mass Communication** have diverse career opportunities in media, communications, and digital industries. They can pursue roles in public relations and corporate communication (**Public Relations Officer, Corporate Communications Manager, Brand Strategist**), digital and social media (**Social Media Manager, Digital Media Specialist, Advertising Specialist**), and journalism (**Journalist, Reporter, News Anchor, Data Journalist**). Those interested in content creation can work as **Content Writers, Scriptwriters, or Podcast Creators**, while opportunities in film and media production include **Film Producer, Director, Editor, Cinematographer, and Photographer**. Other options include media research and analysis (**Media Analyst, Research Analyst, Media Literacy Trainer/Fact Checker**). With various specialisations, BA Journalism and Mass Communication graduates can align their careers with evolving media trends and creative industries.

## Eligibility

### BA (Journalism & Mass Communication)

Candidates applying to BA (Journalism & Mass Communication) must have passed with 45% aggregate marks in 10+2 (with English) or equivalent (at least 40% marks, in case of reserved category candidate).





## Why Presidency University?











- **Comprehensive Industry-Aligned Curriculum** – The curriculum covers key areas like print & digital journalism, broadcasting, PR, advertising, podcasting, event management, and fact-checking.
- **Experienced Faculty & Expert Mentorship** – Seasoned media professionals, academicians, and industry experts provide expert mentorship.
- **Practical Hands-on Training** – Engage in newsroom simulations, media production, photowalks, and live projects to develop real-world skills.
- **Media Industry Exposure** – Benefit from guest lectures, media house visits, workshops, and internship opportunities with top media organisations.
- **State-of-the-Art Infrastructure** – Well-equipped studios, editing labs, and a digital newsroom for immersive learning.
- **Strong Placement & Internship Support** – Connections with top news agencies, digital media firms, PR agencies, and production houses.
- **Emphasis on Ethical Journalism & Innovation** – Focus on responsible reporting, media ethics, and the latest industry advancements.

## Programme Offered

### BA (Journalism & Mass Communication)

BA in Journalism and Mass Communication (BA JMC) programme combines traditional media principles with modern technologies. The curriculum offers training in New Media, Digital Marketing, Print and Electronic Media, Mobile Journalism, Filmmaking, and Data Journalism. Students gain practical experience through internships and projects, with a focus on ethical understanding, critical thinking, and audience engagement.

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