



How to Choose the Best Mass Communication Course After 12th

The journalism and mass communication course after the 12th will be the foundation of your career. Right choice is very crucial for this. Here is the guide through which you will be making an informed choice.

Understanding Mass Communication Courses

Mass communication is a vast field that includes journalism and digital media. You can opt for a [BA in Journalism and Mass Communication](#) or a special diploma course. The career paths differ. Hence, the first step is to know where your interests lie.

Which Mass Communication Course is Best?

Mass communication is the best course for you, depending on your career goals:

- **BA in Journalism and Mass Communication:** This would be for the budding journalist, editor, or content writer. It teaches much about storytelling, reporting, and multimedia productions.
- **BBA in Media and Communication:** This would suit those interested in media management, branding, and advertising but still creative about all these things.
- **Diploma Courses:** Short-term courses specialising in one area. They can be event management or even advertising.

How Do I Start Studying Mass Communication After the 12th?

You must fulfil the eligibility criteria to pursue journalism and mass communication courses after the 12th. If you satisfy those criteria by scoring a minimum percentage on your 12th-grade exams, here is how you can proceed:

1. **Find Programs:** Look for the most reputed courses in mass communication.
2. **Prepare for Entrance Exams:** Many colleges require a good score in the SET entrance exam.
3. **Submit Applications:** Follow the deadlines and submit an effective application.

Which Course is Best After the 12th for Journalism?

For a career in journalism, the BA in Journalism and Mass Communication is just great. It builds a student in reporting, writing, and multimedia storytelling. The program integrates theoretical and practical experience, making you suitable for a job inside newsrooms in digital media outlets or content-making organisations.

Which Entrance Exams are to be taken after the 12th for Mass Media?

Many colleges and institutes demand an entrance test for admission. Some of the prominent tests are:

- SET
- IPU CET
- CUET

Each test tests your aptitude, general knowledge, and language skills.

Factors To Be Considered while Selecting the Right Course

Choose an institute whose reputation is excellent and whose curriculum has the required faculty expertise with ample internship opportunities, as well as alumni who are successful. Such a program would add much value to your career.

Mass communication is a field that promises a fulfilling career. Choose a course that aligns with your aspirations and equip yourself with the necessary skills. A [BBA in Media and Communication](#) is perfect for the performance marketing industry. Explore your options, prepare thoroughly, and confidently step into the world of mass communication.