

PROGRAM OVERVIEW: BA (HONS) MEDIA STUDIES

The **BA (Hons) Media Studies** program at the **Institute of Mass Communication Film & Television Studies (IMCFTS)** is a premier undergraduate degree located in **Kolkata, India**. This **4-year undergraduate programme** is designed on a **3+1 years** structure. The curriculum is built on the mission to help students "Create stories, Shape narratives, and Lead the Media Future".

Key Program Details

Feature	Details
Academic Cycle	2026–2030
Duration	4 Years (3+1 structure)
Affiliations	University of Kalyani, UGC, and Ministry of Education, Govt. of India
Core Goal	To create media professionals

Curriculum Pillars

The program is built around five major educational objectives to ensure a holistic media education:

- **Comprehensive Curriculum:** A deep dive into all facets of modern communication.
- **Hands-On Experience:** Moving beyond theory to practical, real-world application.
- **Digital Skills & Innovation:** Equipping students with the tools needed for the future of digital media.
- **Industry & Global Perspectives:** Understanding the media landscape both locally and internationally.
- **Research & Critical Thinking:** Developing the analytical skills necessary for investigative and academic work.

Practical Activities & Skills

Students engage in a wide variety of hands-on activities to build their professional portfolios:

- **Production:** Documentary making , Short Film making , and general Film making.

- **Journalism & Content:** Reporting , Content Writing , and Website Creation.
 - **Performance & Audio:** Anchoring , working as a Voice Over artist , Podcast sessions , and Radio Talk shows.
 - **Strategy:** Digital Marketing and organized Field Tours.
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Versatile Career Outcomes

Graduates are prepared for diverse leadership roles across the media industry, including:

- **Journalism:** Traditional and investigative news reporting.
 - **Digital Media:** Content strategy and online platform management.
 - **Film & Video:** Professional production and cinematic storytelling.
 - **Advertising & PR:** Brand narrative and corporate communications.
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Contact & Campus Information

- **Office Address:** 188/57, Prince Anwar Shah, Kolkata 45.
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