UNIT-12 : CAREERS IN MEDIA

12.1 Learning Objectives

12.2 Introduction

12.3 Different Awards

12.4 Courses

12.5 Fellowships

12.6 Placement opportunities in media and mass communication

12.7 Let Us Sum Up

12.8 Further Reading

12.9 Answers to Check Your Progress

12.10 Possible Questions

12.1 LEARNING OBJECTIVES

After going through this unit, you will be able to-

- understand career avenues in the domain of media
- discuss the career scopes in different training opportunities, courses and fellowships.
- understanding the placement opportunities in media and mass communication

12.2 INTRODUCTION

In this unit, we are going to discuss the scope and career opportunities in media industry.

12.3 DIFFERENT AWARDS

There are different categories of media awards in world:

a. Animation Awards: In the category of animation awards there are different subcategories.

i. Annie Awards

ii. Anime and Manga Awards

iii. Emile Awards

iv. Golden Rooster Award for best animation

v. Tokyo Anime Award

vi. National Film Award for Best Animated Film

b. Children's media and toys awards

i. Eliot-Pearson Award

ii. National Toy Hall of Fame

iii. Parents' Choice Award

c. Film Awards

i. Golden Globe Award

ii. Findling Award

iii. Asianet Film Awards

iv. Filmfare Awards

v. National Film Awards

d. Journalism Awards

i. Pulitzer Award

ii. Edward R. Murrow Awards

iii. GLAAD Media Awards

iv. Hugo Award for Best Professional Editor

v. Ramnath Goenka Award

vi. Albert Londres Prize

e. Television Awards

i. Guild Awards

ii. Indian Television Academy Awards

iii. Indian Telly Awards

iv. People's Choice Awards India

v. Gold Awards

12.4 COURSES

Media courses comes with a broader framework of various communication approaches ranging from the history, content and various communicative methods and tools. It uses various concepts of disciplines such as anthropology, psychology, sociology, economics, politics, philosophy etc.

Within the realm of mass media studies there are two broad categories one is related to the theoretical understanding and other deals with vocational courses. Vocational courses focus more on adding practical and specialized skills such as efficient editing, photography, efficient writing and media production processes.

There are different career prospects in media studies that include positions such as journalist, media planner, television producer, communication professional, social media specialist, copywriter and others.

Popular courses in media studies:

a. Masters of Journalism and Communication

Masters of Journalism and Communication is a two years post graduate program offered by different public universities governed by the central and the state. This course is offered for two years and students hail from different streams from Science, Humanities, and Commerce etc. In North-East India there are different universities which offer two year journalism and

communication program. Under this program there are different papers such as orientation towards print media, electronic media, online media, Film studies, advertising, and public relations

b. Post Graduate Diploma in Journalism and Mass Communication

This course is offered for one year period at various governmental and private institutions. Major objective of this program is to prepare students as media professionals in a span of 1 year. Among the flagship institutions which offers diploma course in journalism and mass communication the Indian Institute of Mass Communication (IIMC) comes significantly.

c. Post Graduate Diploma in English Journalism

This program is offered for specific medium catering specifically to the needs of English media industry. Candidates are offered one year program where they are offered journalistic and communication traits associated with the English journalism industry.

d. MBA- Media Management

With the growth of journalism as an industry there has been a need to understand its activities from managerial perspective. Masters in Business Administration offers different program related to the managerial practices of media organization. The course structure revolves around the components of various types of journalism ranging from print to the online driven, corporate communication, advertising management, organizational behaviors and principles of management.

f. Post Graduate Diploma in Public Relations and Advertising

This course is offered for one year period and the main agenda is to train media professionals with the tactics of advertising and public relations practices. This course is offered to candidates from different graduation background. Program constitutes modules of public relations and advertising.

g. B.Sc. Animation and Multimedia

The animation and multimedia industry is thriving high in current scenario. This course is a three year graduation program and offers multiple course structure in animation and multimedia modules. There are different private and government institutes that offer this program. The subjects include history of animation, color balancing, 2D animation, Matte painting and the digital methodologies.

h. Bachelor in Media, Entertainment and Film Technology

This course is offered for three year basis and the students are provided subjects related to the film technology, media industry etc. There are different colleges offering this program. Generally the nomenclature for this course is Bachelor of Arts or the Bachelor of Sciences.

i. Post Graduate Diploma in Marketing and Communication

This program is offered for two year basis and provides valuable knowledge that may include the study of social media, content creation, advertising, corporate communication etc.

j. B.A. in Digital Media

This program is drawn from courses of virtual communication, graphic design and computer science. It is a four year degree program where students are offered with the skills to develop technological imagery in the form of audio and video both.

k. M.A. in Film Studies

The main objective of this course is to give knowledge related to the historical interventions in film studies. This course is offered for two years and various research techniques associated with the film theories and the methods provided. In India there are various government and private institutions which offer film studies program. Jadavpur University's film studies program is the flagship program in film studies.

l. Post Graduate Diploma in Broadcast Technology

It's a one year diploma program mainly related to the broadcast techniques. This course is opted mainly by the engineering and the science graduates and they are trained for the broadcast

engineering. The candidates undergoing this course make their career in various news and entertainment channels production control room (PCR) and master control room (MCR).

m. Post Graduate Diploma in Sound Engineering

This course is offered for a period of one year. The candidates need physics background to enroll for this course. Under the scheme of this program candidates are trained with various techniques that helps in creating sounds for films, soap operas and music shows.

12.5 FELLOWSHIPS

There are different organizations which provides ample opportunity to various communication professionals to develop and nurture their expertise.

a. Reynolds Journalism Institute (RJI) Fellowship

It is a residential fellowship provided to media professionals to promote their practice and understanding of media practices. The candidates associated with this fellowship undergo training at the Donald W. Reynolds Journalism Institute in Columbia, Missouri. A monthly stipend ranging up to US dollar 10,000 provided per month to the candidate.

b. Reuters Journalism Fellowship Programme

This research fellowship will be provided in three terms at Oxford University from the Reuters Institute for the Study of Journalism. The fellows attending the program need to work on multiple projects focus on journalism and democracy, business journalism, media policy etc.

c. Spencer fellowship for Education Journalism

This fellowship is granted by Columbia's Graduate School of Journalism for educators, researchers and journalists. They are allowed one year to conduct academic research at Colombia University and assigned with a responsibility to work on the journalism project which centers on American education system. US dollar 75,000 fellowship amount is provided.

d. World Press Institute Fellowship

This fellowship can be applied by non-US journalists also. Under this fellowship the World Press Institute fellows spend time at various media organizations across the country and reports on social issues and also observe the coverage pattern of US media.

e. Knight Science Journalism Fellowships at MIT

The period of this fellowship is for two-semester and it mainly aims at the accurate and independent coverage of science and technology. This fellowship program targets midcareer journalists, who work on the ambit of technology, science and the environment related area. Fellows were provided US dollar 70,000 along with other benefits.

f. Knight-Bagehot Fellowships

This fellowship is granted in the field of Economics and Business Journalism. It offers one year fellowship program at Colombia University in New York. Each fellow receives a stipend amount of dollar 60,000 and free tuition. During the tenure the recipients attend seminars, briefings and visit to the New-York based media organizations and financial institutions.

CHECK YOUR PROGRESS

Q.1 : Why is the RJI fellowship provided?

_____

_____

Q.2 : In which field is the Knight-Bagehot Fellowship granted?

_____

_____

12.6 PLACEMENT OPPORTUNITIES IN MEDIA AND MASS COMMUNICATION

It has been observed that media and entertainment industry is making a phenomenal growth. With the growth of this industry there has been a major demand for the workforce. Most of this workforce is getting generated from various public and private institutions. These institutions have a major role in creating placement opportunities for the students.

Mass communication as a stream of study offers multiple opportunities in different segments such as Print media, Electronic Media, New Media, and Event Management etc.

a. Print Media: Globally print media industry is shrinking its footprints due to the digital expansion but in India the development scale of print media outlets are thriving high. There has been a rapid advancement in the language press specifically in tier-2 and tier-3 cities. Due to this advancement, the job opportunities for local media professionals had increased a lot. Among the major outlets that have significant contribution in North and West India are Dainik Jagaran, Dainik Bhaskar, Navbharat Times, Amar Ujala. Most of these dailies are meant for the Hindi belt readers. Apart from Hindi Newspapers there are other language dailies such as Bangla, Odia, Assamese, Telgu, Kannada, Tamil etc.

Along with the dailies there are other sections such as periodicals and magazines of various media outlets which also provide a major opportunity for the budding journalists.

b. Electronic Media

With the introduction of several television channels and radio broadcasting organizations, there are multiple job opportunities for media graduates. In the domain of television channels there are two separate segments of News and Entertainment. There are about 900 news channels in India. Theses news channels are majorly divided into national and regional segments. In national segments there are major players such as ABP, NDTV, Times Now, News 18 Group, Zee etc. These national news channels also have their proliferation in regional news segments. Apart from national news houses each and every region has their language based news channels. These news channels provide ample job opportunity to candidates specifically by residing in their region.

In a news channel there are different positions such as editorial job opportunities, technical roles and responsibilities, management functionaries etc. The news editorial section has multiple job opportunities such as news casting, reporting, copywriter and editor etc. Along with this there is a dedicated team for news production activities. The news production team constitutes panel producers, news directors, video and audio mixing persons, graphics designer, online producers, camera persons etc.

Apart from news channels there are number of Entertainment channels. These entertainment channels have wider audience base in national and regional platforms. In national platforms there major players such as Zee, Star, Sony, &tv etc. Along with this there are regional players catering to the demands and choices from regional segment.

C. New Media.

With the growth of online media there has been a rapid advancement in the job opportunities. More and more traditional media outlets are converting their gear towards online segments. New job positions such as Search Engine Optimizer (SEO), Multimedia producers, Social media analyst etc. are getting formed. Currently the new media is the most thriving industry and providing job opportunities in multiple segments.

Different media platforms such as print media, electronic media, new media, corporate communication and advertisement have deep association with online media platform. In respect to print media, the online media platforms have given them an opportunity of multiple editions. In electronic media segment both television and radio uses online platform for wider viewing capacity.

The growth of new media lies on multiple factors such as cost effectiveness; effectiveness and popularity of online campaign are easier, possibility of instant gratification among customers are higher.

Q.3 : What are the different placement opportunities in electronic media?

_____
_____

12.7 LET US SUM UP

Let us summarize some of the important points of this unit in the following way-

- There are about 900 news channels in India. Theses news channels are majorly divided into national and regional segments. In national segments there are major players such as ABP, NDTV, Times Now, News 18 Group, Zee etc.
- Among the major outlets that have significant contribution in North and West India are Dainik Jagaran, Dainik Bhaskar, Navabharat Times, Amar Ujala. Most of these dailies are meant for the Hindi belt readers.
- Reuters Journalism Fellowship Programme provided in three terms at Oxford University from the Reuters Institute for the Study of Journalism. The fellows attending the program need to work on multiple projects focus on journalism and democracy, business journalism, media policy etc.
- Columbia's Graduate School of Journalism for educators, researchers and journalists. They are allowed one year to conduct academic research at Colombia University and assigned with a responsibility to work on the journalism project which centers on American education system. US dollar 75,000 fellowship amount is provided
- Reuters Journalism Fellowship Programme will be provided in three terms at Oxford University from the Reuters Institute for the Study of Journalism. The fellows attending the program need to work on multiple projects focus on journalism and democracy, business journalism, media policy etc.
- Various courses in journalism and mass communication are Master's in Journalism and Communication, Post Graduate diploma in Journalism and Communication, Post Graduate Diploma in Film Studies, Post Graduate Diploma in Audio and Broadcast Technology.

- There are different universities such as Assam University, Tezpur University, Guwahati University, Cotton University offers journalism post graduate degree program.
- In Post Graduate Diploma in Journalism and Communication the IIMC (Indian Institute of Communication) is the flagship institute in India.

- In Audio production and Broadcast technology the FTII (Film and Television Institute of India) and the SRFTI (Satyajit Ray Film and Television Institute of India).
- Awards are categorized into different sectors such as Animation, Journalism, Film, Television, and Children Film.

12.8 FURTHER READING

1. Hasan, Seema (2013). *Mass Communication: Principles and Concepts*, 2nd edition. CBS Publishers

2. Kumar, Keval (1998). *Mass Communication in India*, 4th edition. Jiaco Publishing House

3. Jethwaney, Jaishri (2005). *Advertising Management*, Oxford University Press.

4. Vilanilam, J.V. (2011). *Public Relations in India*. Sage Publishers.

5. Khandekar, Vanita (2017). *The India Media Business,* 4th edition: Sage India

6. Singhal, A. and Rogers, E. (2000). *India's Communication Revolution: from Bullock Carts to Cyber Marts*, 1st. edition: Sage India

7. MacCabe, C. and Stewart, O. (1986). *B. B. C. and Public Service Broadcasting.* Manchester University Press.

12.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1 : Reynolds Journalism Institute (RJI) Fellowship is a residential fellowship provided to media professionals to promote their practice and understanding of media practices. The candidates associated with this fellowship undergo training at the Donald W. Reynolds Journalism Institute in Columbia, Missouri. A monthly stipend ranging up to US dollar 10,000 is provided per month to the candidate.

Ans to Q No 2 : Knight-Bagehot Fellowship is granted in the field of Economics and Business Journalism. It offers one year fellowship program at Colombia University in New York. Each fellow receives a stipend amount of dollar 60,000 and free tuition. During the tenure the recipients attend seminars, briefings and visit to the New-York based media organizations and financial institutions.

Ans to Q No 3 : With the introduction of several television channels and radio broadcasting organizations, there are multiple job opportunities for media graduates. In the domain of television channels there are two separate segments of News and Entertainment. There are about 900 news channels in India. Theses news channels are majorly divided into national and regional segments. In national segments there are major players such as ABP, NDTV, Times Now, News 18 Group, Zee etc. These national news channels also have their proliferation in regional news segments. Apart from national news houses each and every region has their language based news channels. These news channels provide ample job opportunity to candidates specifically by residing in their region.

In a news channel there are different positions such as editorial job opportunities, technical roles and responsibilities, management functionaries etc. The news editorial section has multiple job opportunities such as news casting, reporting, copywriter and editor etc. Along with this there is a dedicated team for news production activities. The news production team constitutes panel producers, news directors, video and audio mixing persons, graphics designer, online producers, camera persons etc.

Apart from news channels there are number of Entertainment channels. These entertainment channels have wider audience base in national and regional platforms. In national platforms there are major players such as Zee, Star, Sony, &tv etc. Along with this there are regional players catering to the demands and choices from regional segment.

12.10 POSSIBLE QUESTIONS

A. Short Questions (Answer each question in about 150 words)

Q.1 : Write a short note on the program structure of Post Graduate Diploma in Journalism and Communication.

Q.2 : What is Knight-Bagehot Fellowships?

Q.3 : Write a short note on various awards associate with print journalism.

B. Long Questions (Answer each question in about 300-500 words)

Q. 1: Write a detailed note on the scope and opportunities associated with mass communication and journalism.

Q.2 : What are the common courses associated with media and communication? Enumerate in detail various fellowship structures associated with media courses.