

JOURNALISM

This section is about one of the most popular and fast-growing areas of Humanities: Journalism and Mass Communication. It is hardly a surprise how media in the last few years has grown to be one of the most influential platforms for everyone in the society. Thanks to social media, now anyone can be a journalist. However, that doesn't take away from the fact that one needs to have a professional training in order to excel in the field and be able to uphold the tenets of journalism.

It is said that journalism is the first draft of history. Journalism is concerned with the collection and dissemination of news through the print media as well as the electronic media. This involves various areas of works like reporting, writing, editing, photographing, broadcasting or cable casting news items.

Journalism includes investigating, analyzing and reporting local as well as world events, trends, current affairs, and so on.

Some of the famous journalists of India include Ravish Kumar, Arnab Goswami, Rajdeep Sardesai, Barkha Dutt, N Ram, Siddharth Vardarajan, P Sainath, M.J Akbar, Malini Parathsarthy, Madhu Trehan, Shereen Bhan, Ammu Joseph etc.

Types of Journalism:

There are 3 main classifications in Journalism which are based on the media used:

1. Print Journalism;
2. Electronic (Audio/Visual) Journalism; and
3. New Media Journalism.

Let us take a look at each of them:

Print Journalism:

Print journalism is the practice of collecting, writing, editing, and presenting of news or news articles. Newspapers, magazines and journals are some of its examples. In print journalism one can work as an editor, a reporter, a columnist, a correspondent, etc.

Electronic Journalism:

Electronic journalism is a compendium of new communications opportunities that affects the entire news business. In other words, electronic journalism uses electronic means as a medium to spread news. It includes working for Radio and Television. In electronic journalism one can be a reporter, a writer, an editor, a researcher, a correspondent and an anchor.

New Media Journalism:

The newer medium of internet is referred to as "New Media". While there is nothing new about this medium anymore, the name has stuck due to its relative novelty. Blogging, writing for news websites like Firstpost, Huffington Post, Scroll, The Wire, etc. is considered to be New Media Journalism. This is a collaborative medium in that it allows for a mix of text, videos and sound, all on one platform. In essence, it is a combination of both print and electronic journalism.

Specializations:

There are various specializations or inter-disciplinary options in Journalism. We can differentiate between the types of journalism as traditional forms of journalism and upcoming ones:

Following are some of the traditional forms of Journalism:

1. Tabloid Journalism:

This is the oldest form of journalism and news reporting. Tabloids have been a staple favorite of many readers for a long time now. The news reported here is essential for those who seek entertainment from the print media. A tabloid journalist is mainly involved in getting the interviews of celebrities, reporting the statements made by them, providing information about the release of a movie, bringing into light the latest technologies, newly released books etc.

2. Weather Journalism:

As the name suggests, weather journalism is the branch that gives to the general public the forecast of the day/week's weather. Weather forecasting would equip the society with the important information which is integral in planning for natural disasters or events. The relaying of this information is

assisted by meteorologists and weather.

3. Comic / Graphic Journalism:

Comic and graphic journalism has been an integral part of print media from the very beginnings of news reporting. It is also fast proving to be an integral part of cyber journalism! Real life instances and happenings are depicted in the form of cartoons or comic characters. This often is seen to be effective since this creates a long lasting impact on the reader. This style of journalism is mostly seen in newspapers, monthly subscriptions, and news websites.

4. Political Journalism:

This type of journalism involves the journalist carefully studying the political events such as elections, political campaigns, and political figures in order to bring awareness to the general public about the happenings in the political world. Due to the nature of the news content, this type is often regarded as the most serious form of journalism.

5. Business Journalism:

Business journalism churns out the news that people turn to when they want to know about the launch of new products in the market, unions, and procurement of companies, the performance of companies, economic ups and downs, etc. It is seen that this is one of the most difficult forms of journalism since there is a lot of research and background work that the journalist has to invest in before the news piece becomes publishable.

In addition to this, there are also other types of journalism such as Investigative, Crime, and Defense Journalism, which are an integral part of the traditional journalism.

Here are some of the types of journalism that are seen to be new and upcoming:

1. Sports Journalism:

Sports journalists are the people who are responsible for getting us updated about the happenings in the sports world. This would include news about everything starting from sports events, sports persons, and

sports series. This would also involve the journalists engaging with famous sports personas and attending the various sports events.

2. Agricultural Journalism :

Agricultural journalism is a new age specialization of journalism and has been seeing a growing exposure in the last few decades. The main job of an agricultural journalist ranges from providing news about the agriculture land, the problems and issues farmers face, and bringing into light the modern agricultural methods and techniques.

3. Travel Journalism:

Another new and exciting branch of journalism is Travel Journalism. A traveling journalist essentially finds himself in different geographical locations in order to report varying combinations of breaking news events and human interest stories. The articles written by travel journalists include their experiences during the travel to these locations, ranging from the famous tourist spots to information about accommodation.

4. Cultural Journalism:

The growing need for people to understand the different cultures has played a key role in the growth of Cultural Journalism. Here, a journalist would explore the different cultures of the world and share his findings with the society. This would help the people understand more about the various customs, festivals, history, languages, and art of those cultures. As fun as this field of journalism is, it would require a comprehensive skill set from the journalist, with an added importance on the ability to adjust and learn new languages in order to get information about various cultures.

5. Scientific Journalism:

This branch of journalism has come into picture due to the need for the general public to get an understanding of the advancements in the field of science in a way that does not compromise on the meticulousness of the same. A scientific journalist would report for science journals, subscriptions, etc. They would need to have a good understanding of the field as well as an excellent vocabulary in order to effectively translate the information.

In addition to this, there are also other types of journalism such as Arts,

Celebrity, Civic, Community, Education, Lifestyle, Fashion, and Environmental Journalism, which are upcoming in this field.

Degrees offered:

Mass Communication/Journalism can be pursued either at the graduate level or at post graduate level. For a Bachelor in Journalism, the minimum requirement is 10 + 2 with any subject combination. The duration of journalism courses is generally three years.

There is no specific subject requirement to study journalism. Student from any stream can pursue this course after class 12th.

Bachelor's programs in Journalism and Mass Communication combine classes in journalism, writing and communications. Students must complete both a broad liberal arts education and rigorous writing coursework. Degree courses usually require substantial expository writing. Heavy emphasis is typically placed on topics related to media. Some course topics might include:

- Broadcast Journalism;
- Multimedia Story Coverage;
- Fundamentals of Mass Communication;
- Ethical issues in Public Relations;
- Television News Writing;
- Graphic Design;
- Film Appreciation;
- Advertising Copy Writing.

Many colleges in India offer a B. A. in Journalism. Similarly, at the Master's level, an M. A. or M. S. in Communication are the degrees that are awarded. To become a journalist, one can complete a Bachelor's in Mass Communication/ Mass Media/ Journalism after class 12. After graduating in a related field, one may complete a Master's in Journalism or Mass Communication

However, it is not mandatory to do a Master's in journalism in order to get a job. In fact, the best way to learn journalism is by getting on the field.

Those who want to get a better understanding of various communication theories, research techniques and an in depth knowledge of various other fields related to communication, a Master's degree is advisable.

Skills required to become a journalist:

- An inquisitive nature;
- An investigative mind;
- An alert demeanor;
- Being adaptive and tolerant of the changing and difficult situations;
- Having good communication skills;
- Having a good command over language;
- Being confident;
- Being enthusiastic;
- Being patient;
- Having the ability to differentiate between fact and fiction;
- Having the ability to adhere to deadlines;
- Being sensitive to different views and lifestyles;
- Being interested to know about various fields such as politics, culture, and religion, social and current affairs.

Most often people think journalism is all about writing well. While that is true, most good professors tell that the course is also about a lot of reading. Good writing is developed only if you are an avid reader. Journalism is for people who are ready to explore various opportunities 24/7, without the constraints of cultural upbringing, gender, and are also ready to go beyond geographical boundaries.

Top Colleges for Journalism:

Among the many journalism colleges in India, there are only a few that have adequate curriculum in the field of journalism. With the advent of the new age journalism, selecting the best institute or college for a successful career in journalism is important. In this regard, here are a few top colleges that have a rigorous journalism curriculum as well as high quality placements:

Lady Sri Ram College for Women:

Lady Shri Ram College for Women is a well-recognized and highly reputed college of higher learning for women in India. It is one of the most reputed institutions for Social Sciences, Humanities and Commerce.

Admission:

Admission to the college is done on the basis of marks obtained in class 12. The aggregate required for admission will be calculated on the basis of marks secured in best of four subjects which include a language, marks secured in the subject in which admission is sought and marks secured in any other two academic/electives. Degree offered is BA Journalism. Admission in Lady Shri College is very competitive and the cutoffs are in the range of 85% to 98% across the various cut off lists released.

Christ (Deemed to be University) (Bangalore):

Christ University is one of the top academic institutes in India offering courses in Management, Science, Humanities, Law and more. It has been recognized by the University Grants Commission (UGC) as an institution with "Potential for Excellence". Admissions in this university are very competitive and students should ideally score 85% and above. Apart from class 12 scores students are also required to appear for Christ University Entrance test.

Courses in the Media are offered in combination with other courses:

- Bachelor of Arts (B. A.) in Communication and Media, English, Psychology
- Bachelor of Arts (B. A.) in Media Studies, Economics, Political Science
- Bachelor of Arts (B. A.) in Journalism, Psychology, English (JPEng)
- Bachelor of Arts (B. A.) Honors in Journalism.

For the B. A. Honor's programs and B. A. Communication and Media Studies, the admission is based on Entrance Test, Skill Assessment and Personal Interview and academics.

| Process | Particulars |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CHRIST (Deemed to be University) Entrance Test | <p>The Entrance Test would consist of 5 sections:</p> <ol style="list-style-type: none"> 1. English Language, Comprehension Skills, and Verbal Reasoning; 2. General Knowledge and Current Affairs; 3. Quantitative Aptitude, Fundamental Mathematical Operations, and Numerical Ability; 4. Reasoning: Critical, Analytical and Logical; 5. Data Analysis and Interpretation. |
| Skill Assessment | The skill assessment will consist of a test on written skills, communication skills and logical reasoning. |
| Personal Interview | <p>Academic Performance:</p> <p>Assessment of past performance in Class 10, Class 11/12, during the Personal Interview.</p> |

Symbiosis Centre for Media and Communication:

Symbiosis Centre for Media and Communication is ranked as India's best Mass Communication College by the annual surveys for India Today & Nielsen Company in 2013, 2014, and 2015. Symbiosis Centre for Media and Communication fosters the highest standard of training and inquiry into the multi-faceted needs of the media and communications industry. Through their programme, Bachelor of Arts (Mass Communication), they offer a comprehensive experience through traditional academic learning and research with cyber and experiential learning.

Admission:

Admissions are based on entrance test conducted by the institute, known as SET (Symbiosis Entrance Test). The Symbiosis Entrance Test (SET) is a common written test for the admission processes at the undergraduate institutes of Symbiosis International University.

Students qualifying in the entrance exam are called for Group Discussion followed by the personal interview round. Students should appear for the General module in the afternoon session if they are interested to consider SCMC for admission. Admission decision is based on a holistic approach, which means students' academic score, score in the SET and performance at the GDPI round all contribute towards the admission decision.

| Structure of SET | | | |
|------------------|--------------------------------|---------------------|-------------|
| S. No | Section | Number of Questions | Total Marks |
| 1 | General English | 40 | 40 |
| 2 | Quantitative | 40 | 40 |
| 3 | General Awareness | 40 | 40 |
| 4 | Analytical & Logical Reasoning | 30 | 30 |
| | Total | 150 | 150 |

Manipal School of Communication:

The Bachelor of Arts in Journalism and Communication has been renamed Bachelor of Arts in Media and Communication from 2015, to factor in the changing demands and needs of the media industry. The institution has achieved 100% placement of the graduates passing out every year.

This University has tie ups with seven foreign universities. The School of Communication (SOC) is among the top 5 media institutions in the country. It has achieved 100% placement of graduates passing out every year.

Admission:

Admissions are taken through the online entrance test known as MUOET (Manipal University Online Entrance Test).

| Structure of MUOET (2 Hours) | | |
|------------------------------|-------------------|-------|
| S. No | Section | Marks |
| 1 | Numeracy | 20 |
| 2 | Conceptual | 25 |
| 3 | General English | 20 |
| 4 | General Awareness | 20 |
| 5 | Case Study | 15 |
| | Total | 100 |

Candidates are required to give an entrance test and are shortlisted based on their performance in the test. The shortlisted candidates then have to attend a group discussion and personal interview. Finally, the list of selected candidates is released.

Courses offered are:

- B. A. (Media and Communication);
- M. A. (Media and Communication).

Madras Christian College:

Madras Christian College or MCC has a large 365-acre campus and is known for its flora and fauna, rare trees, and deer. The college also has a lake on campus. The area is Asia's second largest scrub jungle and is actively used by Botany and Zoology departments for practical work. The college offers around 25 undergraduate courses and has over 5000 students. It was founded in 1837 and is one of the oldest extant colleges in Asia. The course offered is B. A. Journalism.

Admission:

Admission into this course is based on merit wherein students should score 85% and above. Further courses that students can pursue include:

- Broadcast Journalism;
- Investigative Journalism;
- Photojournalism;
- Sports Journalism.

Some of the other top colleges for this course in India include:

- St. Xavier's College (Mumbai);
- Loyola College (Chennai);
- Sophia College for Women (Mumbai);
- St. Andrew's College of Arts Science and Commerce (Mumbai);
- National Institute of Mass Communication (Delhi).

Fees:

Journalism courses are catching up fast with the students of today. There has been a rise in the number of students who want to gladly take up this career and view its challenges as growth opportunities. The undergraduate courses, as mentioned above, are offered by both govt aided and private universities. On an average one year of study of Mass Communication and journalism course can cost anywhere from 20000 INR to 1.5 lakh INR. There will always be institutions that might have a fee range that is greater than the range mentioned. Also the fee keeps changing every year. Hence it is advised that students do check for the same before confirming the application. Also, do remember that fee charged is never a representative of the quality of education offered.

Career Options in Journalism:

Journalists can work as editors, reporters, columnists, correspondents, staff or freelance writer, photojournalists, proof readers, news analysts etc. in print (newspapers and magazines), electronic (Radio, Television) and internet media.

Jobs directly related to the degree include:

- Broadcast Journalist;
- Editorial Assistant;
- Magazine Journalist;
- Newspaper Journalist;
- Press Sub-Editor;
- Publishing Copy-Editor/Proof Reader.

Jobs where the journalism degree would be useful include:

- Advertising Copywriter;
- Information Officer;
- Market Researcher;
- Multimedia Specialist;
- Public Relations Officer;
- Content Writer.

In most cases, after completing the degree, a journalist starts as a general reporter. After several years of covering all different types of beats or areas like crime, politics, lifestyle, science, entertainment, sports, travel and food, culture, business, war etc., one gains an expertise in any one of the fields. It is advisable to specialize in one of the above areas to create a niche for oneself.

As glamorous it may sound, journalism involves a lot of travel, hard work and people management as deadlines and the story take paramount importance. These days, more and more women are joining the media workforce, thereby dispelling the myth around media not being safe for women. It was and still is one of the most powerful tools of rhetoric with growing opportunities and possibilities.

KEY TAKEAWAY

- Journalism is the gathering, processing, and dissemination of news and presenting it to the masses. Journalism is one of the fastest growing fields in arts and humanities.
- Journalism can be classified into three on the basis of media used:
 1. Print Journalism;
 2. Electronic (Audio/Visual) Journalism; and
 3. New Media Journalism.
- After graduation, students can chose M.A or an M.S in Communication at the master's level.
- Students who pursue journalism should have excellent communication skills. They should also have an inquisitive nature, an investigative mind and a highly alert demeanor.
- Some of the top colleges which offer courses in journalism are: Lady Sri Ram College for Women, Christ (Deemed to be University), Symbiosis Centre for Media and Communication, Manipal School of Communication, and Madras Christian College.