

A Study On Career Prospects In Newspaper Journalism In India: With Special Reference To Moradabad Region.

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Abstract: The present study applies Tries to find out attitudes and behavioural patterns of a journalist working on field. A survey is conducted on 500 respondents in Moradabad region of Uttar Pradesh. Here the respondents are working journalists in print publications being published in Hindi and English language.

The study thus aims to find out specific answers regarding journalism as a career. It is a study on career prospects in newspaper journalism in India with special reference to Moradabad region.

Keywords- new media, websites, ethics, authenticity.

1. INTRODUCTION

India is a nation of diversity but some factors are common amongst all people- like reading newspaper every morning with tea. It is astonishing that a beggar even has a Re 1 newspaper beside him in Uttar Pradesh, one of the poorest states in India to buy a newspaper. The recent growth of India has not only expanded media houses but also educational institutes.

Amongst all these calls of media growth, there is flipside. The Thomson Reuters - Price water Coopers 2013 Entertainment Media Communication Deal Insights said media deals came down from 120 billion dollar in 2008 to 80 billion dollar in 2012 approximately worldwide. Another website Careercast.com, a leading career online portal of USA stated that being a 'Newspaper Reporter' to be worst job of 2013.

The field is growing and its growth is pegged high and with the glamour, the career seems to be a step towards being a celebrity. Price water Coopers' global newspaper forecast for the year 2013 says that the Indian newspaper market will be the only one to grow at a double-digit CAGR (10%) by 2017 and will emerge as the world's sixth-largest newspaper market by the end of the forecast period. A new middle-class readership will boost the newspaper industry.

With 82,237 newspapers registered with RNI to be publishing in India, India amounts to be the largest publisher of newspapers in world, which caters to the largest section of media consumers. Making things worse, Careercast.com, a leading career online portal of USA stated being a 'Newspaper Reporter' to be worst job of 2013.

Now the question being while media is coming down in whole world, how is it afloat in India. This happens while India is still to catch up with the technical abilities of the west in terms of newspaper publishing.

2. THE INDIAN MEDIA WINNING STORY

In the history of newspapers in world, never did such large scale rise in business of journalism have been reported in any country. What made this unimaginable rise? After the 1991 economic liberalisation when the Indian market was opened for foreign investors, there has been huge metamorphosis in media. A number of foreign investors came into India to invest and this raised the number of newspapers in the country. While newspaper business was coming down in the whole world, in India it rose. Newspaper sale in the country increased by 11.22% in 2007. By 2007, 62 of the world's best selling newspaper dailies were published in China, Japan, and India. India consumed 99 million newspaper copies as of 2007—making it the second largest market in the world for newspapers.

While newspaper is dying in the whole world, in India it is still afloat and rising. Indian Media and Entertainment industry has grown at the rate of 11.8% in 2013 according to FICCI-KPMG report. It will continue with a healthy CAGR of 15.2% till 2017, says the report.

3. THE RESEARCH FINDINGS

In the research – “Career prospects in newspaper journalism in India. A study in reference to Moradabad region”, the thesis delved on many angles of career prospects and then found out that passion drives journalists to carry forward in the profession journalism. The answer to the research problem is found through Library Method and Survey Research method. In survey method a questionnaire is put to 500 journalists in the region of Moradabad.

The specific question, asked to 500 journalists, which relates to our research paper is given below-

- It was found that the responses of respondents in the research are quite interesting as well as revealing of actual atmosphere that prevails in the profession called journalism. While pay scale is rated poorly in the responses, work opportunities is slightly positive rated. In other words, the profession journalism may be grim in terms of pay, but there are work and growth opportunities for improvement.
- It was found that from the responses it can be clearly stated that the work environment and income is not good in journalism and there is huge physical demand in it. And this can be the reason behind huge attrition rate that prevails in the profession. So, if attrition is to be stopped and human resource need to be nurtured, work environment has to improve in journalism. As income varies from institution to institution, it doesn't seem that it can be changed in favour of the employees, that is, journalists.
- It was found that as training facilities are said to be average to poor range, it raises a big question upon the journalistic educational institutes that run in the country today. It clearly portrays the magnitude of difference between academics and industry in the field of journalism today.
- It was found that avenues of employment and hiring are in the average range. In other words, there are no huge job opportunities in the field of journalism with respect to engineering and management. So, the notion that less students opt for journalism so they might have less competition amongst themselves for the job position is false.
- It was found that the field of journalism is full of stress and there is no smooth way to tread in this profession. The opinion of our respondents on stress is quite straight.

- It was found that amidst all the negative sides of the profession, journalism is growing and its growth gets converted to individual financial growth too. Print journalism in India is growing at double digit percentage per annum in stark comparison to other countries where many newspapers are closing down.
- The question on which medium of journalism is best to opt in terms of career option is tricky one. The respondents have clearly stated that its newspaper journalism. It might be because the field provides space of time for research and work to journalists while television doesn't. And radio and online is still to grow as a big medium of journalism in India. However, the inclination of respondents towards newspaper journalism can be as they themselves belong of newspaper journalism only.
- On the question of colleagues leaving journalism, respondent reply was pretty balanced. So, it can be said that leaving the profession of journalism is in tandem to other professions even and hence there is no big scale difference.
- On the question of are media schools are successful, the response is quite a 'yes'. But the margin is not so big. So, we can say that media schools need to work upon their curriculum more, Especially, government media schools, whose margin of 'yes' for successfulness comes down more. It can be clearly because of less connect with the industry that media schools are having today.
- Question number 19 and question number 20 of the questionnaire are most defining in terms of this research. Clearly, journalists are not happy working in this field and what keeps the grooming in this profession is not money but passion. In black and white, it is clear that journalists are driven by passion and they love their profession howsoever perturbed they might be with its cons. This clearly states why today Indian newspaper industry is growing at 12 % per annum (according to the PWC 2015 report) while media in other countries are closing down. The volley of reports from 2010 to 2012 that made corruption the most important issue in public discourse is a clear example of passion in Indian journalists.
- It was found that as recruitment in journalism is 6 to 10 persons per year and attrition is among 0 to 5 on an average, it can be said that human resource in Indian media is growing. However, from the survey it was clearly found that the human resource needs to be nurtured so that growth of the profession can be kept going.
- It was found that Foreign Direct Investment will be positive and should not be seen as foreigners taking over public discourse in India. As 100% FDI is allowed in TV media, so should be for newspaper even to bring investment and technology into India. It's time to shun the colonial hangover and move ahead in the globalised world.
- After cross analysis it was found that respondents who said that growth opportunities are better in journalism had a lesser view of pay scale. This opinion of respondents is mainly related to psycho- social factors that influence an employee. It's not new that a person is never satisfied by his or her pay and expects more
- It was found that the work environment and pay scale is compared, work environment has positive edge over pay scale as 54 % consider their work environment to be a step better than what they consider their pay scale, which was found after cross tabulation. And it is considered a step better than the magnitude of physical demand asked in the field of journalism.
- It was found that attrition control is directly proportional to training facilities. If attrition in the field has to be brought down, training facilities has to increase. Training facilities in terms both in industry and academics. The media school have to bridge the gap between industry and academics and get regularly in touch with the industry so that they could provide good human resource for the upliftment of the industry. And time and again

industry professional need to get trained at unknown destinations to get ground zero experience.

- On a positive note, while newspaper is dying in the whole world, in India it is still afloat and rising. Indian Media and Entertainment industry has grown at the rate of 11.8%.
- It was found that to keep newspapers afloat without investing large sums of money many newspapers, besides employing journalists on their own payrolls, also subscribe to news agencies (wire services) (such as the Associated Press, Reuters, or Agence France-Presse). These, in turn, employ journalists to find, assemble, and report the news, then sell the content to the various newspapers.
- Newspapers are in two sizes today. One, in broadsheet: 600 mm × 380 mm (23½ × 15 inches). Second, tabloids: half the size of broadsheets at 380 mm × 300 mm (15 × 11¾ inches). Both cater to different audiences. The former provides deep information while the latter focuses on infotainment.
- Any clear literature is not found related to career prospects in Indian journalism. And those found are not substantial enough. They neither cite a large number of journalists' perception nor are spoken with government stamp on it.
- The sources used in this research are Library Method and Survey Research method and Interview method. Secondary data is collected through Library method which was used to review the related literature for research. And primary data is collected through survey in which questionnaire is the tool.
- In the survey conducted respondents said that pay scale in journalism is either 'average' or 'below average' in nature.
- It was found that work opportunities in the field of journalism are limited, however not bad. 66% of respondents feel work opportunities are average in the field of journalism.
- It was found that the work environment in journalism also needs to improve and found out to be less than average. On work environment, the view of respondents is startling. From total 500 respondents, 104 say it's worse, 122 say it is below average, 224 said its average. Only 50 said its good and no respondents said that its best.
- It was found that financial income is below average in journalism. On income, from 500 respondents, 102 think that it is worse, 198 think it is below average and 126 think that is average.
- It was found that there is attrition in the field of journalism. However, there is inflow of human resource in the field too that balances it out. As 35% respondents replied that human resource in the profession of journalism is below average. 21% and 24% said its worse and average respectively.
- It was found that training facilities in the field of journalism is not up to the mark. 21% of the respondents say training facilities in journalism are poor, 35% say it's below average and 24% say its average.
- It was found that avenues of employment in the field of journalism also need improvement. 15% respondents said that avenues of employment are worse.
- Media has a stressful environment. 81% respondents supported the view. However, the huge magnitude of passion amongst the journalists drives them to stay and thrive in this type of stressful environment.
- It seems to come out pretty clear from this research that good journalism depends upon good work environment, which is still to come into the profession in comparison to other professions like management and medical. 84% respondents said that good journalism depends upon good work environment.
- It was found that extensive media growth is resulting in individual professional growth of a journalist. 54 % of respondents supported the view. This is one of the most

positive aspect of the research coming to the fore here. There is development in the field of journalism which trickles down to individual journalist at the ground zero level.

- It was found that newspaper is the best medium for a journalist to build his or her career in comparison to other mediums in this field like electronic and cyber media. In an interesting development, 65% respondents opined in favour of newspaper and only 15 % said its TV news channel.
- It was found that journalists are leaving the profession as there is attrition in the field. 58% of respondents, who are journalists, acknowledged that journalists are leaving the profession and switching to other professions.
- Media schools are effective in providing a proper platform for journalists of tomorrow. However when it comes to dissection between private and government media schools, our respondents feels private media schools are more effective than government ones.
- Our respondents, being journalists, are not satisfied in their jobs and it is passion that drives them in this profession rather than anything else. 71% say they are not satisfied and 70% say its passion rather than anything keeps them alive in the profession.
- It was found that there is dearth of investment in the field of journalism that pulls it back and doesn't let it grow. The flipside being, while electronic media is allowed 100% FDI inflow into it, print is still denied this privilege. Consequently, still new technology and training is eluding the print media professions. Hence, bringing in 100% FDI will improve HR policies and growth of the field and this view is supported by 75% of respondents.
- On increase in job recruitments in journalism in the next five years, the response seems quite balanced and unclear. 46% say yes and 44% say no and 10% say can't say.
- It was found that pay scale is low and physical demand high in the field of journalism. This adds to the magnitude of stress that is demanded in this profession.
- Journalists don't like the other attributes of the profession which doesn't drive them but the one thing that drives them is their passion in journalism.
- Income in the field is less but growth opportunities are good. With a number of subsidiaries of journalism that have propped up in the last decade, journalism has risen to new heights. For instance, wildlife journalism, political journalism, etc.

4. REFERENCES

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