

3.4.5.1. Publications - Research Papers

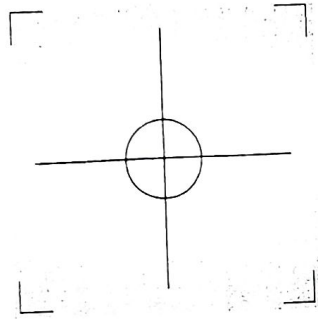
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Perceptions of Media Decision-makers about Employing Women with Journalism Education

Dr. S. Jeneifa*

Journalism education has overcome the skepticism of media industry and its own conflict of being journalism training and studying media. Thanks to the immense growth in the demand for news and entertainment media, the industry requires huge skilled man power and has resulted in employing media graduates. Over six thousand students enter the industry and get absorbed in newspaper industry, news agencies, radio and television organisations, and other government and private organisations in the information and public relations every year (Pattnaik, 2013). These newly recruited journalism graduates need to display their selection with the professional display of journalistic skills in the newsroom. Women journalists need to be doubly competent in their journalistic skills and prepared to work like men since they need to convince the media owners that they mean business and they are here as journalists and not as women. The present study has tried to understand the perceptions of media recruiters about the significance of journalism education in general and to address the concerns and issues of having women in newsrooms. It has used the In-depth interview method to elicit responses from 7 media decision-makers from Tamil Nadu who recruit and evaluate the performances of journalists. The findings will bring out the perceptions of the media industry and what do these women journalism graduates need to have for successful media career which will promote gender parity in newsrooms.

Keywords: journalism graduates, media decision-makers, media industry, etc.

Introduction

Journalism education in the narrow sense prepares students for careers in newspapers, magazines, broadcast news, and news services. Now it encompasses a much wider area under the broad label "mass communication". Presently, about 300 journalism and mass communication departments in various Indian universities (including some private and deemed universities) are engaged in offering media programmes from degree to doctoral levels. There has been the growth of the colleges offering undergraduate courses in journalism and Mass communication programmes at various private and public academic institutions. This trend has made journalism more skill course rather than one with a theoretical base. At the present, more than 1000 students pass out from these universities and institutions with diverse specialisation in mass electronic, public relations, advertising, film, media management, media law and ethics, etc. (Pattnaik, 2013).

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