



NEW MEDIA: EMPLOYMENT OPPORTUNITIES

You have already learnt about the basic features of new media. In this section, you will study about the job opportunities that have come up in the industry because of new media. We will also discuss certain skills that you must possess to be successful in this new industry. However, you must remember that a career in the industry means a lot of hard work and commitment. Organisations will hire you only when they are sure that you have either good creative skills or good technical skills.

But that's just the beginning. A medium that is active 24 hours means you must be on your toes for very long hours. Also, media professionals must never forget that they have to always work in a team. Hence, only positive communication skills and the right attitude will ensure that you are able to establish yourself as a good new media professional.



OBJECTIVES

After studying this lesson, you will be able to do the following:

- identify the different opportunities in the new media industry;
- describe the skills that are required to be a successful new media professional;
- list entrepreneurial opportunities in the area.

24.1 NEW MEDIA OPPORTUNITIES FOR JOURNALISTS

Today, there are plenty of opportunities for journalists in the new media industry. Reporters can always begin reporting for a news website. The best way to begin is to identify a media organisation that is already established and which has a new media division. That way you may be assured that the job is going to be a stable one.

Every newspaper organisation has an internet desk. But journalists working for the internet desk usually manage the web edition of the newspaper that involves

merely lifting up print edition stories and pasting them on the web edition. The internet desk hardly innovates, but it likes to hire people who can read copies and correct any grammatical or spelling errors before it is put up on the web. If you are seriously interested in new media, you could think of starting your career on the internet desk and then moving on to a more challenging job.

Those of you who gain some experience in the print media can think of joining the new media division of an established media organisation. These divisions are always on the lookout for good reporters, editors and writers. Reporters who work for new media not only pick up fresh story ideas for the web, but also follow up several important stories that have already appeared in the print edition.



Fig.24.1: Reporting on a cricket match.

Besides reporting, news websites always have scope for people to work on the desk. In fact, most new media enterprises are heavily dependent on good editors and writers. Why is this so? It's because the writing has to appeal to the young audience. We have discussed about the narrative writing style. That style is simply not possible unless there are very good editors and writers who are tirelessly working on rewriting copies. That's why any new media project needs a very strong rewrite desk.

Although creativity is the hallmark of any new media venture, technical people are equally important. Let's not forget that the new media world cannot exist without good designers and programmers. These skilled people are the ones who actually put a website together. The website has to be created, it's hyperlinks need to be activated, the web pages need to be designed and finally the stories have to be uploaded. All these activities are possible only when there are good people managing them.

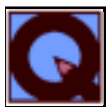


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The convergence of creativity and technical expertise also happens because new media essentially deals with multimedia. Creating these packages requires a lot of production skills. A journalist who is doing an audio-visual for a multimedia package, will need technical help for video production. The person must also know how to record sound in different conditions.

**INTEXT QUESTIONS 24.1**

1. Match the following :

- | | |
|--------------------------|---------------------------------------|
| i) internet desk | a) hall mark of new media ventures |
| ii) creativity | b) manages web editions of newspapers |
| iii) new media | c) require good production skills |
| iv) multi-media packages | d) should be technically sound |
| v) new media journalists | e) requires narrative writing style |

24.2 SKILLS REQUIRED FOR NEW MEDIA

The primary skill required to be a new media professional is a pure journalistic skill. The person must be able to report effectively. For that the reporter has to follow all basic rules of news reporting like objectivity, proximity etc. You may recall what you have learnt in the print media. But, more than that, a new media reporter must be fast and should keep updating the stories. That means the ability to follow up stories is very crucial.

Since, the stories have greater archival value, new media reporters need to work on stories that have a greater shelf life. The result is that spot stories are not very popular but good analytical stories are. In fact, reporters always look out for good side stories that have not been covered by the print edition or television. Also, stories containing well researched elements are always preferred. The idea is that even if a new media surfer comes to the stories six months later there must be something interesting to read.

Since every new media enterprise should have a strong desk, good editorial and rewriting skills are highly valued. Editors who are hired are expected to rewrite copies extensively. Since many new media ventures don't have their own reporters they depend a lot on freelancers. These copies are then re-written by the desk experts. Many a times even after an in-house reporter submits a copy, the desk expert has to rewrite it to give it a 'narrative style' and an 'interest factor'. Hence, good editorial skills are highly appreciated.

The other important skill that is required in new media is marketing/finance skill. Have you ever wondered as to why the editor of a newspaper is called 'an editor' and why the 'editor' of a news website is called a 'content manager'? It's because the editor of a news website must be able to manage the business as well. In other words, if a new media venture does not generate enough revenue, it's going to collapse. and the content manager must ensure that such a thing doesn't happen.



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INTEXT QUESTIONS 24.2

1. State whether the following statements are true or false.
 - i) The primary skill required for a new media professional is marketing skill.
 - ii) A new media reporter should continuously make efforts to update stories.
 - iii) The editor of a newspaper is called a content manager.
 - iv) New media stories do not have any archival value.
 - v) New media ventures also depend on freelancers.



Activity 24.1

1. Next time when you are going out with your family, log on to the Indian Railways website and book your tickets online. Also, find out all rules and regulations regarding e-ticketing.

24.3 BUSINESS OPPORTUNITIES IN NEW MEDIA

Certain skills that you probably learn in school/ college or even at home are transferable into the world of new media.

Let us discuss a few business ideas in the area of new media.

An e-zine for the youth: An e-zine or an electronic magazine will target readers who are in the age group of 18-25 years. Since they are primary users of the internet, this will be a huge market for a new magazine. The content will be such that it will be useful reading for the youth. Hence, news that appears in the national media will have to be rewritten creating an interest factor for the youth. For instance, educational opportunities that are available in foreign countries in the field of medicine, engineering, bio-technology and management could be compiled and presented in an interesting manner.

An online restaurant-booking site: Since eating out is a common phenomenon



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in the cities, a business venture that not only takes orders for supplying food online but also provides you with options available for eating out will be highly successful. Tie-ups with popular restaurants and other eating joints will serve as a good model.

A career enhancement e-learning project: This project could be in the area of offering short-term online programmes in professional fields such as management, accounting, mass communication etc. The online programmes can be developed by experts from leading institutions. The programme delivery methods and logistics can be worked out in consultation with the partner institutions.

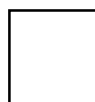
An online test centre: You may have heard about students sitting in mock examinations to test themselves before appearing for the main examination. An online test centre can be utilised to prepare students for different competitive exams in management, engineering, medicine, law, chartered accountancy etc. After the students go through the test, they may also be provided with an online counselling session.

**Activity 24.2**

1. Go through a newspaper supplement on careers and job opportunities and make a list of the opportunities in the area of new media. Are they of any interest to you ?

**INTEXT QUESTIONS 24.3**

1. Complete the following sentences with appropriate word/s:
 - i) New media provides a lot of scope for _____.
 - ii) The content of an electronic magazine for the youth should be such that _____
 - iii) Eating out is a common phenomenon in the cities. It would be useful to make a list of eating places in your city and work out a plan online to be able to make an advance booking in restaurants. What would you call this site ?

**24.4 WHAT YOU HAVE LEARNT**

→ Opportunities for journalists

- internet desk
- web edition



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- rewrite desk
- multimedia packaging

→ New media skills

- journalistic skill
- editorial skill
- rewriting skills
- marketing skills

Business opportunities -

- small business ventures
- electronic magazine
- online restaurant booking site
- e-learning project
- online test centre



24.5 TERMINAL QUESTIONS

1. Discuss the opportunities offered by new media to journalists.
2. Explain the skills required for new media professionals.
3. Illustrate with examples any three business ventures in the area of new media.



24.6 ANSWERS TO INTEXT QUESTIONS

- 24.1 1. i) (b)
ii) (a)
iii) (e)
iv) (c)
v) (d)

- 24.2 1. i) False
ii) True
iii) False
iv) False
v) True

- 24.3 1. i) small business ventures.
ii) it provides useful reading
iii) dinner corner or any other name