

CAREER GUIDANCE

Dear Student,

The purpose of this booklet is to provide honest information to students who are going to join Electronic Media (Radio & TV) by spending their hard earned money. Here we have summarized few questions that were asked by students at different individual counseling sessions. To save on time, we have printed the answers for such questions.

We wish you all the best for your future career and successful life.

BVB Counsellor

Q1. How Media Career is different from other careers?

Ans: Working for Media is like playing adventure. Media people are different human beings. They hate 10 am to 5 pm jobs. They want to be different, they are extra-smart, extra-energetic and always ready for hard work. They work for their own satisfaction and not for money. Right career for anybody is the one which he/she enjoys the most. For example, you would like to sing and you also get paid for singing. So you enjoy every bit of singing at your job. Similarly, there is great job satisfaction in Media Career.

Q2. What qualities one should have to become a Media Person?

Ans: If you are a regular TV watcher, regular Newspaper reader, you might be an average looking person but smart enough to communicate well, if you can make friends easily and if you are a loving person among your family and friends; then you have the basic qualities required to enter the Media Industry.

Q3. What should I join- Print Media or Electronic Media?

Ans: Print Media demands better writing skills, good command over language, good typing speed and good General Knowledge. So students with science and commerce stream may have to work very hard to develop these qualities. Electronic Media demands technical qualities, in case you have to work behind Camera; and a good presentability to work in front of the Camera. One should also remember, it is a bit easy to get job in Print Media, and equally difficult in Electronic Media. So choice is yours. Remember you can migrate from Electronic Media to Print Media, but TV Channels will not offer jobs on technical side to person from Print Media.

Q4. I have come from small town of Bihar, UP, Orissa etc., will that stop me to get entry into Electronic Media?

Ans: Such feeling of inferiority complex should not be there. There is nothing like small town and Big City. Everybody gets transformed during one year of training. One should take care of M.T.I. that is Mother Tongue Influence, means the typical accent or style in your talk and behavior, which you can overcome with regular practice and multiple attempts of performances.

Q5. How safe is it for Girls to work with TV Channels?

Ans: Working with TV Channels is very safe for Girls. TV Organization always provides transport to travel at odd hours. Work environment is just like any other Corporate House. Today, Girls are working 24 hours at Hospitals, Call Centers, Police Stations, Telephone Exchange and Five Star Hotels. Similarly, they can work with any TV Channel. One simple advice to Girls is that, they should not adopt a principle of 'success at any cost'. Also they should keep their Sixth Sense open, while dealing with male members. This advice is, not only for Media Professionals, but also for all girls who work in 24 hrs job.

Q6. How does a course in 'Journalism' and in 'Mass Communication' differ?

Ans: Courses in Journalism are more focused to offer jobs in Print Media. With specific exercise on News Reporting skill, Writing skill, Editing skill, Proof Reading, etc., one gets trained to work with Newspaper Publishing House. Courses in Mass Communication offer General Knowledge of all Communication Media such as Print Media, Electronic Media, Cyber Media, Public Relation, Advertising etc, without focusing on any one in particular. After completing course in Mass Communication, one should take up internship training for at least three months to enter into any specific Media Industry. Remember, TV Channels do provide Internship training on non-technical side for Mass Communication graduates.

Q7. How 'TV Production & Direction' course is different from 'TV Journalism' course?

Ans: When you watch TV, you watch either News based Programmes or Entertainment (Serial) based Programmes. It is very simple, if you want to join Entertainment Industry then opt for TV Direction or Production Course, and if you want to join News Channel, then join TV Journalism course.

Q8. I like to take photographs, but my father will never like that his son becomes a professional photographer. He thinks, this is not a dignified work.

Ans: Everybody likes to Sing and Dance, but they need not become a professional Singer or Dancer. Similarly, photography is an Art and you enjoy taking photographs. To take a good photograph and to enjoy maximum satisfaction, one should join proper training in photography. The knowledge will remain with you for rest of your

life. Complete your Graduation, take up a job of your choice in the same area of your qualification and keep practicing photography as part-time business. You will enjoy this combination.

Q9. I would like to make Photography as a life-time career. Is it advisable?

Ans: Yes. Photography is a very beautiful profession, with minimum amount of work we make maximum amount of earning. One single assignment where you work for one day can pay you Rs. 20,000 to Rs. 50,000. You also earn appreciation from your Client and great satisfaction with your own artistic work. As a photographer, you can travel around the world, you may come in contact with celebrities and VVIPs, you may make friends in every field, you may visit very remote places and experience adventure throughout your job. And top of all, you are your own boss and live life on your own terms and condition. You must know that all photographers are very happy with their profession and they enjoy maximum job satisfaction.

Q10. As a professional photographer, how much salary can I get in reputed companies?

Ans: Getting regular employment in the field of photography is very rare. Newspapers, Magazines and Govt. Departments (like Photo Division, Ministry of Defense etc.) are only areas where permanent job opportunities are available. At entry level, salary is very less and after about one year of a satisfactory work one can get Rs. 20,000 to Rs. 40,000 per month as salary. The career of photography should be chosen for self-employment and not for regular employment. A professional Photographer with his own camera kit, worth one lakh rupees, can earn average 5 to 10 lakh in a year as per his contacts and marketing skills.

Q11. What is DTP and Computer Graphics?

Ans: DTP stands for Desk Top Publishing. Page layout of Magazine or Newspaper is done with the Computer Software and printed on 4 colour Offset Printer. DTP operators work in publishing house, Printing Press or Advertising Agencies. One should know how to type in English and in Hindi. In Computer Graphics, one has to Design Logos, Illustrations, Advertisements etc, using Software related to Image Editing (Photoshop) and Vector Graphics (Corel Draw). The person with the knowledge of DTP and Graphics can work from home with his own computer and there is plenty of work in the market. You have to make contact with Publishing House, Printing Press and Advertising Agencies.

Q12. What is Multimedia and Animation? What are the career options in these areas?

Ans: Further to knowledge of DTP and Graphics, when you work with Sound Recording and Sound Editing also, it becomes Multimedia. Advertising Agencies for preparing Advertisement for Radio, TV and Web Media, need professionals who can work on Audio, Visual and Graphics i.e. Multimedia. Here Multimedia alone is not sufficient, one must have knowledge of 2D Animation to create Animated Logos, Animated Objects, Illustrations etc., which is always required to make Advertisements, Educational Programmes and Corporate Videos.

Q13. After learning 2D, 3D Animation, can I join Film Industry? How much salary can I get?

Ans: Creating and working on an Animation Film, is an Artist's job. Everyone who joins and completes Animation course, expects to work with Animation Film Industry but that is not possible unless they develop Artistic Faculties. A person with Fine Art Background or who is good at Drawing and Sketching will progress fast. In any case, working with Industry for one year will decide whether you can continue further or not. Those who continue working will get salary as they demand. Students are advised not to depend on Film Industry alone, instead they should work with Architects, Real Estate Builders, Advertising Agencies, TV Channel, TV Production House, Web Designers and Computer Game Designers.

Q14. Is University recognition important in getting Jobs?

Ans: University recognized Course will help you get Government Jobs. But TV Industry is more concerned about Technical qualities of a person and not University Degree. At the time of interview, if a Non-University candidate performs better than a University qualified student, then Non-University student will surely get the job. Therefore, quality of education is more important than University recognition.

Q15. How Master's Degree in Journalism and/or Mass Communication (M.A.), offered by Indian Universities by Distance Education, helpful in getting jobs?

Ans: It is very difficult to get job in TV Channels on the basis of MA in Mass Communication by correspondence. Those who are already working with TV Channels can join these correspondence courses and earn extra qualification. MA in Mass Communication offered by MCRC of Jamiya is full time practical oriented course and preferred by many TV Channels in Delhi/NCR to give jobs.

Q16. May I go to Foreign Country like UK, USA, and Australia to obtain Media Education?

Ans: Not advisable, India offers good standard of education and many Foreigners come to India for studies. Never underestimate Indian standards of education. To study in UK/USA you have to spend 20 to 30 times more on fee, and to take up a job in Indian TV channel, they will not have any special consideration for higher salary. In case you like to move to UK/USA, and after finishing education, would manage to get a job and settle down in the same country, then you can take such admission. Middle class person should never take admission with Educational Loan etc. Always study in India, work for 3 to 4 years in India and then apply for a Job in Middle East, Australia, Canada etc, it is always possible to get such job.

Q17. What about Private Institutes in India offering Foreign University Degree/Diploma Certificates?

Ans: Many Private Institutes with no Indian standards, may get associated with Foreign Universities. This is mainly to attract rich students, NRI students and foreign nationals who cannot afford to go to UK/USA. Middle Class students should not fall prey to such Institutes.

Q18. What salary packages are offered after completing Media Courses?

Ans: Salary structure for working with a TV Channel is a bit disappointing. Entry is very difficult. You have to start as an intern where you may have to work for a month or two, without any salary. After two months you may be appointed as a trainee with nominal salary of Rs. 5,000/- to 10,000/- for about 3 to 6 months. Only after that you will be appointed on probation for 3 to 6 months and after that confirmed appointment. First two years salary structure is around Rs. 20,000/- to 30,000/-. After about 3 years, it's your market; depending on your worth you can demand salary of 40000/- to 1 Lakh. Also jumping from one TV Channel to other is very common. New TV Channels always try to attract good talent from functioning TV Channels.

Q19. What is the importance of Internship Training in TV Channel, and how to get it?

Ans: A medical graduate (MBBS) after studying 4½ years at college, must undergo 6 months internship training to become practicing Doctor. Similarly, every Media Person must undergo internship training to become an expert or confident media person. Institute generally helps to get internship training at different TV channels. Also, you should keep trying through your own sources. Getting internship training is not very difficult.

Q20. I heard one cannot get a job in Media unless he has some contacts? In my case, I don't have any contacts?

Ans: Nobody is born with readymade contacts; you should make your own. Within one year of training, one can always be in good books of faculties, visiting lectures, your friends, relatives, and where you work as an Intern. These members will definitely help you to get a job, you have to be friendly, polite, hardworking, punctual, reliable and very honest.

Q21. How can I enter Mumbai Film Industry (Bollywood)?

Ans: Mumbai film industry is very professional and well organized, if you have any talent, industry will absorb you. After completing the course you can move to Mumbai with lodging & boarding expenditure of 3 months (around Rs. 50,000/-), and try at most of the Studios and Production Houses (through Internet & Media Directories). You would have to work on daily wages (Rs.500/- to Rs.1000/- per day) at beginning, and would get sure entry within 3 months. If you fail, better return back, and forget Mumbai forever.

Q22. What should be the appropriate course duration? Three months, one year or more?

Ans: If you are a graduate and you have already decided to accept Media as a career, then choose one year duration course, because at least one-year training is required to develop professional qualities in you. Also employers prefer candidates with one year training to get required output. However, 3 months course can be good choice for those who are not sure about entering into Media as lifelong Career. These courses will help you to discover your potential, check work satisfaction and take decision to join Media or not. By joining such course, you save time and money. Two year full time Master's Degree (MA) offered by Universities also make you perfect on all round theoretical and practical aspects, and Degree is always better than Diploma. But remember it turns out to be an expensive affair because you join employment one year late. So looking at loss of 12 months salary and losing one-year seniority is a drawback of learning for two years. I would like to advise you here to go for one-year full time P. G. Diploma course, take up a job, and then join two years of MA with Distance Education (Correspondence).

Q23. I am confused about Fee Structure, why are some courses too expensive and some very cheap?

Ans. IIMC Delhi, the prestigious institute of Ministry of I & B, charges Rs. 95,000/- as fee for TV Journalism course. Therefore, fee cannot be less than this. Electronic Media practical training is expensive, because of expensive production facilities, expensive faculties and high material cost. One should check thoroughly, the practical facilities and studio environment, before analyzing fee structure.

Q24. What homework should I do before joining any Institute?

Ans: When you are spending your hard earned money and planning to spend whole one-year for learning, then you have to do enough homework for choosing the right Institute. First read the Prospectus thoroughly, especially the Course Curriculum or Syllabus. If it is not mentioned in the Prospectus then ask for a copy or download from Website. This is very important. Talk to at least one Media Professional and enquire about Institute and it's creditability in TV Industry. Talk to at least one ex-student of the Institute and check his experience. Look at few projects made by students, show them to your friends, and discuss. Ask maximum questions to the Institute's Counselor and make all doubts clear before depositing Fee. Always take your parent or any learned elderly person while finalizing admission.

Q25. What teaching method is adopted at Dept. of Film, TV & Animation Studies of Bharatiya Vidya Bhavan?

Ans: Our teaching method is well known Bhavan's teaching policy, where we concentrate on 'Five Fold Education'. To know more read Five Fold Education section.