

CHAPTER 24

NEW MEDIA: EMPLOYMENT OPPORTUNITIES

Meaning:

Just after the advent of New Media, the whole process of information gathering and its dissemination has changed. Role of media professionals become more challenging and diverse. In New Media positive communication skills and the right attitude will ensure that you are able to establish yourself as a good new media professional. In this medium nature of news becomes more fast and covers larger area than ever before. Consumption of news is not limited to Television or Radio sets but it could be accessed through mobile phones/computers with the ability of internet in any space.

NEW MEDIA OPPORTUNITIES FOR JOURNALISTS

New Media provides new carrier opportunities for journalist. So a journalist does not have to limit himself to print and electronic media. There are various jobs opportunities for journalists after emergence of new media in the world.

These opportunities are as follows:

- New Media journalist always has opportunity to work on internet desk.
- Print, Radio and TV all have visibility on internet. So, there is ample space to work as new media journalist.

- Besides reporting, news websites always have scope people to work on the desk.
- Mostly, new media enterprises are heavily dependent on good editors and writers.
- New Media always has requirement for good content writers, because in this form of media, most of the content is written in narrative style, So only good writers or journalists have this ability to fulfill the demand of the industry.
- Creativity is the hallmark of any new media venture, technical people are equally important. So, New Media cannot exist without good designers and programmers.
- The convergence of creativity and technical expertise also happens because New Media essentially deals with multimedia.

SKILLS REQUIRED FOR NEW MEDIA

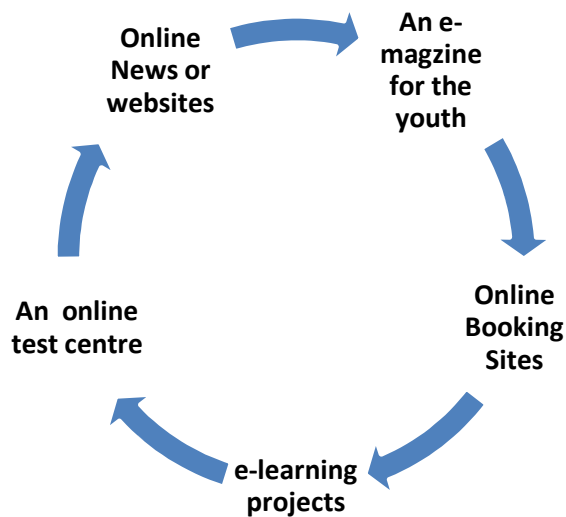
- The Primary skill required to be a New Media professional is a pure journalistic skill. The person must be able to report effectively.
- New Media reports also follow all basic rules of news reporting like objectivity, proximity etc.

- Important things that New Media reporter must highly follow is to keep updating the stories.
- Professionals who are working on New Media should have good editorial skills, these skills are highly appreciated.
- The important skill that is required in New Media is marketing/finance skill.

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-magazine for the youth: An e-magazine or an electronic magazine will target readers

who are in the age group of 18-25 years. So educational opportunities that are available in foreign countries and India is also in the field of medicine, engineering, biotechnology and management could be compiled and presented in an interesting manner.

Online booking sites: Since eating out is a common phenomenon, 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. Presently many eating sites are also working few are Zomato, Swiggy, Big basket etc.

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.

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 utilized to prepare students for different competitive exams in management, engineering, medicine, law, chartered accountancy etc.

EXTEND YOUR HORIZON

- 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.
- 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?