



Apeejay Institute of Mass Communication

Apeejay campus, Sector 8, Dwarka Institutional Area, New Delhi-110077

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Website : www.apeejay.edu/aimc, email : aimc.del@apj.edu Youtube : www.youtube.com/apeejaymasscomm

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MEDIA & ENTERTAINMENT INDUSTRY (JOB PROSPECTS)

INDUSTRY SCENARIO

The Indian Media & Entertainment Industry is expected to grow from the current **Rs.73,800 crores** to **Rs.1,27,500 crores**, leading to decent jobs opportunity for the aspiring students across various disciplines of mass communication.

The following is the break-up of various sector of the M&E industry:

	2011 (apprx.)	2015 (Projected)
Television	Rs.34,100 crores	Rs.63,000 crores
Radio	Rs.1,200 crores	Rs.2,500 crores
Film	Rs.9,100 crores	Rs.13,200 crores
Print	Rs.21,100 crores	Rs.31,000 crores
Advertising PR & EM	Rs.30,500 crores	Rs.54,100 crores
Digital Advertising / Gaming / New Media	Rs.4,500 crores	Rs.13,500 crores

**Kindly note that the size of the advertising industry is sum total of advertisements on TV, Radio, Newspapers, Websites etc.*

In view of this huge growth, the entire Media & Entertainment industry has Vacancies in the area of Broadcast Journalism, TV Production, FM, Films (Bollywood), Advertising, PR, Event Management, New Media etc.

WHAT DO YOU WANT TO DO?

The first question you need to ask yourself, is which area of specialization you want to work in, and in what capacity. The requirements are varied for different vocations, so you need to plan your training path according to your particular ambitions.

On the other hand, it's also a good idea to keep your options open. Many people find that they end up with a very different job to the one they had originally wanted. This is one advantage of beginning your training with a multi-skilled media studies course - it will give you a good grounding in many different disciplines and may help you decide which you prefer.



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WHAT DO EMPLOYERS LOOK FOR?

Practical Experience

There's no getting away from it - someone with hands-on experience is more desirable. Go for the media course that offers practical job skills in addition of theory.

Natural Talent

You need to be honest with yourself and seek genuine evaluation. This is a competitive field and if you don't have at least some natural aptitude, you will always be at a disadvantage.

People Skills

You will be required to work with people from many walks of life, often in high-stress situations. You need to be able to get on with people - those you work with and those you deal with as part of the job.

CAREER PROSPECTS

a) POST GRADUATE DIPLOMA IN BROADCAST JOURNALISM :

The following are the main career options for those interested in pursuing Post Graduate Diploma in Broadcast Journalism :

Newscaster : Newscasters read news on camera, mediate forums and discussions on television and radio broadcasts, conduct interviews on the air and report on public interest stories.

Reporters : Reporters investigate stories, interview sources and report on location. While newscasters usually work in the studio, reporters usually work in the field.

Correspondents report on news occurring in U.S. and foreign cities in which they are stationed.

Newswriters write and edit news stories from information collected by reporters and correspondents. Newswriters may advance to positions as reporters or correspondents.

Production Assistant: Production assistants write scripts, work with on-air talent and operate camera equipment. They may help producers hire and manage all crew associated with the production of TV and radio programs.

Assistant producers provide clerical support and background research; assist with the preparation of musical, written, and visual materials; and time productions to make sure that they do not run over schedule. Assistant producers also may operate cameras and other audio and video equipment.



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Video editors select and assemble prerecorded video to create a finished program, applying sound and special effects as necessary. The electronic technique is known as nonlinear editing, because the editor is no longer restricted to working sequentially.

Radio Jockey: The role of radio jockey is selecting the music aptly, volume manipulation, updating current affairs, celebrating important events.

Television and video camera operators set up and operate studio/ field cameras, which are used in the television studio and electronic news-gathering.

b) **POST GRADUATE DIPLOMA IN SOCIAL MEDIA & WEB JOURNALISM :**

The following are the main career options for those interested in pursuing Post Graduate Diploma in New Media & Web Journalism :

Online Journalist: Reporting of facts produced and distributed via the Internet, investigate stories, interview sources and report on location.

Web site or Internet producers, a relatively new occupation in the broadcasting industry, plan and develop Internet sites that provide news updates, program schedules, and information about popular shows. These producers decide what will appear on the Internet sites and design and maintain them

Graphic Design & Production: Maintain and update Website design and layout. Skilled in editing and uploading audio-video.

Content Writer: Look after the core element that makes a website useful, informative and worth reading. Content writers should keep in mind the preferences of the target audience and their geographical location.

c) **Post Graduate Diploma in Advertising & Marketing Communication**

The following are the main career options for those interested in pursuing Post Graduate Diploma in Advertising & Marketing Communication:

Creative Department : Copywriter / Junior Copywriter are generally those persons having the ability transform ideas into words, writing the body copy for advertisements etc. Art Director is an artist with strong visualization & drawing skills. This is the person who oversees the work of graphic artists.

Business / Client Servicing / Account Services : This department plays a major role in generating business and handling various accounts of Advertising Agencies. The Client Servicing department forms the link between the client and the advertising agency.



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Media Planner : This department selects an optimum mix of media vehicles that will provide maximum visibility to the ads resulting in maximizing sales of the client's products. The media planner must have a thorough understanding of the client's products, target customers and their buying patterns along with a knowledge of each media vehicle.

Media Researcher : The market research department / executives are given the responsibility of researching and studying consumer buying patterns and behavior. This individual must be able to analyze data and information resulting from customer surveys and other analytical studies.

Other career areas similar to advertising are Marketing & Brand Communications.

d) **POST GRADUATE DIPLOMA IN CORPORATE COMMUNICATION & EVENT MANAGEMENT**

The following are the main career options for those interested in pursuing Post Graduate Diploma in Public Relations & Event Management:

i. **Corporate Communication (CC) / Public Relations (PR)**

CC/PR is used for a variety of objectives such as corporate publicity, dealings with the Press, product publicity, liaison with government departments at the national, state and district levels; relations with share holders, internal corporate communication in organizations which may include preparation and publication of in-house magazines by them.

PR departments perform the following five activities:

1. Press relations-Presenting news and information about organization in the most positive light.
2. Product publicity-Sponsoring various efforts to publicize specific products.
3. Corporate communication-Promoting understanding of the organization with internal and external communications.
4. Lobbying-Dealing with legislators and government officials to promote or defeat legislation and regulation.
5. Counseling-Advising management about public issues and company positions and image. This includes advising in the event of a product mishap when the public confidence in a product is shaken.

Another important area of work in this field is to create public identity or an image for public figures like political parties, models and film stars. It include advising them on every aspect of personality, including dress code, behavior, statement given in press, public appearances etc.

Jobs span PR Accounts Directors, Digital PR specialists, Corporate Communication / Public Relations Managers, Spokespersons and Marketing Directors, Corporate Communication Executives – both in the Government and PSU and also Private Sector.



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ii. Event Management :

Event management is the application of the management practice of project management to the creation and development of festivals and events. Event Management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event.

Events and festivals, such as the Commonwealth Games or the Dubai Shopping Festival, have a large impact on their communities and, in some cases, the whole country.

The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. Every industry, charity, society and group will hold events of some type/size in order to market themselves, raise money or celebrate.

Event management companies service a variety of areas including corporate events (product launches, press conferences, corporate meetings and conferences), marketing programs (road shows, grand opening events), and special events like concerts, award ceremonies, film premieres, launch/release parties, fashion shows, private (personal) events such as weddings and parties. The industry includes fields such as the MICE (Meetings, Incentives, Conventions and Events), exhibitions, conferences and seminars as well as live music and sporting events.

FREELANCE MEDIA JOBS :

All the above courses will equip you to engage in freelance work which is also reasonably lucrative.

There are lots of opportunities available for those interested in being freelancers. This is particularly true of those who want to pursue independent career in Film Making and Documentary Productions, and also Web Designers and Content Writers – both for the traditional media such as Newspapers and Magazines, and the New Media platforms.

Broadcast media jobs include those in radio and television, working as either on-air talent or assisting behind the scenes.

Some freelance writing jobs combine both writing and photography; writers in this field are often known as photojournalists. These writers are responsible for recording events in two media: in print and in photos. A freelance writer in this case must have both a solid understanding of the language in which they are writing and a functional knowledge of photography and taking photos for print or website use.



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Similarly, those who harbor the dream of owning a company can start a small Advertising or PR or Event Management firm and offer services to both the big agencies and clients.

Summary

Media is a hugely rewarding career. Don't be intimidated, the people who work in the industry are normal folk just like you. If you have a professional, responsible attitude and are willing to learn and work hard then there is no reason you can't join in the fun. Good luck!

Note: 1. A sample question paper to prepare for the Entrance Exam at this institute will be emailed after we receive your request for Prospectus & know your area of specialization.

2. **'SPECIAL INDUCTION TEACHING MATERIAL' :**
This Institute has started a unique Teaching Methodology so as to build the knowledge base of prospective students. Therefore, after admission, this Institute will immediately mail you the **'SPECIAL INDUCTION TEACHING MATERIAL'** that you can start reading while at home.
This is to enable you to utilize the summer vacation time more fruitfully.

This **'TEACHING MATERIAL'** will prepare you much in advance for the intense training that will commence at this Institute in the 3rd week of July. This **'TEACHING MATERIAL'** will briefly introduce the key subjects of the course that you have opted for.