



ART & MEDIA

Imagine a children's book. Now imagine one without any pictures, any colours or any art. One of the most important functions of art is storytelling. And today, when the world communicates through pictures, it is a powerful tool to say what a million words might fail to convey.

In a world that can't stop talking, art is becoming a powerful instrument of communicating silently. With illustrated series gaining popularity & illustrators getting a celebrity-like cult following, anyone with artistic skills is almost a wizard. Art, animation & design are making

a huge impact on how we think.

In a recent conversation with *Ranak Mann*, a writer & illustrator with *Indiatimes*, he mentioned how illustrations as a tool for social commentary are becoming exceedingly popular in the Instagram generation. Looking at a caricature of a president's recent speech not only gives a summary of it, but also brings out the subtle satirical humour of the predicament. Mann spoke about how brands and artists have been using art and specific colours to invoke strong emotions. Ever wondered why the danger sign is always red?

Art, in any form, affects us in ways that call out to our basic humanness. The entire media industry & the field of journalism greatly rely on art to reach out to the audiences & garner more engagement. So, for anyone with an interest in media & a creative passion, art can provide a voice.

"Every human activity will be considered an art - whether it is science and technology. This is the liberal way of looking at arts". The NEP 2020 with its global approach gives a lot of focus to art-integration; thus fostering creativity, originality & communication.

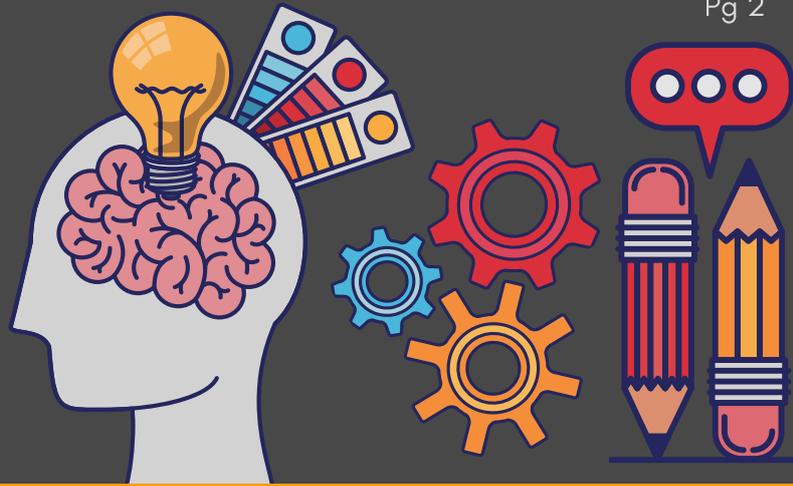


Social media & journalism

Social media has completely changed the face of journalism. It brings new characteristics like interactive dialogue & social interactions. Journalists can now have real conversations with their audience. Traditional one-way communication is turning into two-way conversations. Social media has given a real meaning to freedom of speech. In history, expressing yourself has never been so easy.

Top Skill: Creativity

Creativity is the ability to look at something in a novel way or take an unusual but effective approach to do something. It allows one to solve complex problems & spurs innovation. And like all other skills, creativity too, can be fostered & practiced.



Different types of journalism

Investigative (Neha Dixit), **Political** (Sudhir Chaudhary), **Crime** (Jyotirmoy Dey), **Business** (Shereen Bhan), **Arts** (Charukesi Ramadurai), **Celebrity** (Anubha Bhonsle), **Education** (Shreya Bhandary), **Sports** (Sambit Bal), **Lifestyle** (Seema Rehmani), **Cyber** (Dinesh Shrinet), **Print** (Bhau Torsekar), **Radio** (R. A. Padmanabhan)

CAREER IN FOCUS: JOURNALISM

Journalists are storytellers. They **write and report news stories** about everything, from **social issues** and **politics** to **sports** and **entertainment**. Journalists educate and **inform the public** about events and issues and how they affect their lives. Their job can include anchoring a newscast, on-the-spot reporting, taking pictures & producing content, including videos, for social media platforms.

Qualifying degree: BA Journalism, BJ, BJMC, BMM, BSc Mass Comm, B Media Sciences, etc.

Eligibility: 10+2 with min 50% marks

Entrance Exams: No standardized exam. Colleges may have entrances

Salary: Approximately ₹20,000 pm

Top institutions in India

(Bachelors):

- 1) IIMC, Delhi
- 2) Symbiosis Institute of Media & Communication, Pune
- 3) Xavier Institute of Communications, Mumbai
5. Christ University, Bengaluru

Top institutions abroad:

- 1) Columbia Journalism School, USA
- 2) London School of Economics, UK
- 3) National University of Singapore

Field specific skills:

- Updated on current events
- News gathering skills
- Excellent writing skills
- Media skills

Transferable skills:

- Communication skills
- Vast vocabulary
- Digital literacy
- Analytical & logical reasoning
- Research orientation
- Objectivity
- Creativity
- Risk-taking
- Perseverance
- Confidence
- Interpersonal skills

*For more information refer to: www.shiksha.com , www.collegedunia.com , www.mindler.com, www.idp.com

Journalism is the first draft of history
-Philip L. Graham

TÊTE-À-TÊTE WITH A JOURNALIST



Nandini Mittal

The daughter of a celebrated journalist, Ms. Mittal had grown up learning & honing the craft. At a very young age she learnt that language & the command you have over it will help you say things with much more finesse. Growing up, she remembers her father reading out Sanskrit to them. It was looking at her father that she learned to face the camera fearlessly.

A lifelong learner, she knows the industry from all angles & has worked in various roles.

Currently the Regional News Head at Doordarshan, Shimla, she is a brilliant communicator & a stalwart in the news industry. Her bravery & tenacity are truly an inspiration for girls & women of the country.

Q. What or who is a journalist?

Someone who investigates, collates & presents information as a news story.

Q. What does it take to become a journalist?

- Good communication skills
- Impressive writing skills
- Command over language
- Vast general knowledge
- Patience to listen
- Analytical ability

Q. What are some interesting career options for journalists?

Journalism as a field truly has no bounds, especially with the growing accessibility of social media. Photo journalism, advertising, blogging & web journalism, public relations, video editing, videography, copy writing, production, etc. are some of the many options.

Q. How much does a journalist typically earn?

That's a very difficult question to answer. It can range from ₹5000 to a million. It all depends on how, when, where & what a journalist does.

Q. What are the pros and cons of studying journalism?

Pros:

- Fame & say in the society
- Insider access & information
- Have a platform to express your ideas
- Challenging & exciting work
- It gives you opportunity to travel & meet new people from all spheres of life

Cons:

- You are watched
- There is a lot of risk
- Stress & daily pressure to meet deadline
- You frequently offend someone

Q. Are there any specific subjects that students should focus on while in school?

They must definitely focus on their command over all languages.

Q. What are the things every aspiring journalist should do before starting a Bachelor degree in journalism?

Truthfully they should read, read & read. Having basic knowledge about everything will make them smarter & quicker with their work. Continually updating & educating themselves about the truth & daily events is very important.

Q. Is there a growing demand in India for this profession?

Yes. There is tremendous growth potential in the entire world. Social media journalism has completely changed the game.

Q. What message would you give to young aspiring journalists?

You have to be a jack-of-all in this field. Focus on your general knowledge, language skills & be aware of what's happening. Follow your passion & work hard.

Q. How does AI contribute to the field?

AI comes as a boon for the industry. From saving time in transcribing & translating & data gathering & analysis, AI can help reach out & make news more relevant for all.

Q. How has COVID-19 changed the field?

Many local newspapers have been severely affected by losses in advertising revenues, journalists have been laid off, and some publications have folded. Journalists too have learnt to work from home and use gadgets & technology for work.