

Market Needs and Education of Mass Communication: A Perspective of Media Managers in Leading Private Television News Channels of Pakistan

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Mass Communication is a field that gives extensive knowledge about other disciplines of academics and its degree holder can work in various professions due to their grip on different subjects. In Pakistan, it has been observed that many of the professionals who are working in the media industry do not have any educational background of mass communication instead they are specialized in other subjects. A mismatch between the media education and degrees of working professionals is raising serious concerns about the future of mass communication degree. Therefore this research is an attempt to examine the criteria that keeps in mind while hiring graduates in major television news channels of Pakistan. This study also aims to understand the importance of mass communication education in the career building of graduates from the perspective of media management. To investigate their perspective, in-depth interview method of Media Managing directors, Human Resource Managers, Director News, and Bureau Chiefs from the five leading private television channels of Pakistan i.e. GEO, Gourmet News Network (GNN), 92 News HD, Express TV, and Dunya TV are conducted. As this study focuses on the management perspective, therefore, the data is analyzed under the umbrella of the Knowledge, Skills and Abilities (KSA) Model of Human Resource management. The study concludes that there is a gap between academia and the professional field. Media graduates are somehow lacking in the professional training which is making path for non-media graduates to enter in the media field. Apart from that, individual needs such as confidence and communication skills are also making an impact on the hiring of media graduates.

1. Introduction

Media is an unavoidable part of the modern world, and media get this position due to its journalists as they are the key creators of information. Media is the industry that has the power to change the opinion of people. It is a source of socialization, education, and entertainment. Media content has long lasting effects on the perception of people. It is also evident from Oscar Wilde Quote “in America the President reigns for four years, and Journalism governs forever and ever” (Chilton, 2015). Media is becoming popular day by day and is considered as the popular subject of humanities in recent days. Mass communication education is relatively a new subject in the education field. Journalism education initially started in the United States. The first ever school of journalism was opened in 1908 at the University of Missouri. After that many universities around the globe started teaching this subject in their universities. The first postgraduate mass communication program in the United Kingdom was launched in the 1970’s which shows how gradually this subject was taking place in the academic field (Greenberg, 2007).

In past, Journalism was offered as a subject at graduation and Masters levels in colleges and universities of Pakistan. With the passage of time journalism emerged into mass communication and also registered as a specified degree but still, its importance in the academic field is middling. Even though it is offered as a subject in universities but the students who take admission in the mass communication subject are considered as less intellectual or average students. As Alam (2012) clearly illustrated this perception of people in his article

Young men and women who aspire to be journalists in today’s Pakistan, do so for two reasons. One, they studied mass communication because they couldn’t make the merit for more structured disciplines at university, and have figured, honestly, they are not good enough at anything in particular. And two, they have an overwhelming urge to save and serve the world.

Despite the importance of media and its education, it is assumed one should not need any kind of specialized degree to enter in the field of media. As to become a doctor, one should have a medical degree and also for engineering their specific degree is required. In short one should have a specialized degree to get white collar jobs. Although a media job is included in the white-collar jobs. Yet in the respective industry, it is considered as less important education (Khalid, 2019 ; Saleem & Ahmed, 2015,). It is commonly assumed in Pakistan that for media one does not need education; one only needs experience and creativity. In the Pakistani media industry, many people are working in major channels who do not hold a mass communication degree. From reporters to the news editing department and from anchor to analysts, few people got the relevant degrees.

Although a number of mass communication graduates are increasing in media but in recent days, it is also observed that many people are appearing on television as news anchors who do not have any kind of background knowledge related to mass communication but their programs are getting high TRP's. Veena Malik, Hamza Ali Abbasi, Dr. Shahid Masood, Dr. Aamir Liaquat Hussain, and many others appear on media without holding degrees of mass communication or journalism. On the other hand, it is also observed that mass communication graduates are not fully equipped with the professional requirement of the industry (Khalid, 2019). Therefore it erases the line between mass communication degree holder journalists and other degree holders journalists (Alam, 2012; Hafeez & Nauman, 2020).

Therefore, this paper digs out the reasons behind the hiring of people without holding any journalism or mass communication degrees in television channels. By taking the point of view from the management of Pakistan's major private television channels, this study indicates those market needs that undermine the importance of journalism education in the media field. This study also highlights a missing link between television news channels and academic institutions of mass communications and media studies in Pakistan. By pointing out the media recruitment criteria, this study helps the mass communication students and graduates, as they can understand the professional requirements, which they should acquire during their degree program. Hence the research questions are:

1. What are the criteria of hiring mass communication students in major Pakistan televisions news channels with reference to market needs?
2. How does education of mass communication help media employees in their career building?

2. Literature Review

This study aims to explore the relationship between market needs and mass communication education in Pakistan. As there is a little research in Pakistan about the market needs and mass communication education. Therefore, most of the international studies are discussed in this section to review the work that has already been done in this dimension. The major focus of the international scholars was also the emphasis on the importance of media education for journalists and their recruitment in the industry. For instance, Adam (2001) explored the importance of journalism education on the basis of Joseph Pulitzer article that was published in 1904 and argued that journalists should get journalism education, as it would help them in their practical life. From news judgment to practical problems of journalists, everything is depended on education of journalism. Similarly, De Burgh (2003) also emphasized on the education of journalist and stated that skills are not enough; future journalists should be equipped with the modern journalism education.

Another dimension in the same discipline is the relationship and the compatibility of media education offered by the educational institutes and the practical demands of media industry. EL-

Nawawy (2007) conducted a study on the compatibility of media education with practical field of media in Egypt and Jordan. The basic aim of the study was to analyze the relationship between media theory and practice in the Arab world and it was found that there is less compatibility of academic education with practical field. Therefore, universities should add more practical subjects to polish professional skills of students that can help them to compete in the media industry. Greenberg (2007) also highlighted the same issue but from educators point of view and with reference to Kolb's experiential learning cycle. A survey among the teachers of journalism was conducted who were working in the universities of United Kingdom. It was found that journalism educators need to revise their curriculum as per the modern techniques and demands of the media industry because a compatibility between theory and education of journalism can only ensure students to get their good jobs. Similarly, Deuze, Neuberger and Paulussen (2004) also examined the compatibility between online media education and its practice by today journalists in Germany, Flanders and Netherland. They concluded that online journalism courses that were offered in the universities of respective countries lack practical knowledge in many ways. The online journalism courses only gave information with reference to technological issues and ignore the ethical and social changes that are faced by online journalists.

In addition, Kamel and Alabbasi (1997) conducted a research to examine the strengths and weaknesses of Egyptian universities in terms of Journalism Education. For this purpose, they surveyed a random sample of journalism students. In this study, most of the students and faculty members of journalistic school of thought said that the range of academic courses taught at maximum Egyptian journalism schools exceeds the quantity of practical courses. Most of the journalism students believe that these theoretical courses would not assist them in their professional jobs. Most of the participants in Kamal and Alabbasi's study suggested that the institutions should update and modernize the courses which they taught to their students. They also requested to the administrators of journalism schools to offer a balanced course of theory and practice. Moreover, Hanna and Sanders (2007) also investigated the relationship between journalism education and practical field in Britain. It was observed the fresh graduates were excited about the field of journalism but they were not so hopeful for competing the challenges of the recruitment in the television channels.

Apart from that, Nassar (1999) examined 176 Journalists of Egypt through survey, who worked at 19 print news organizations to measure the actual difference among the Egyptian journalism theory and practice. According to the results of the survey, 48% respondents stated that they are the graduates of journalism schools. Only 19.9 % percent of the respondents agreed that the courses they studied during their journalism program helped them a lot in their professional life. It was also found through the respondents' answers that the success in the field of journalism generally depend on personal skills of an individual rather than academic educational background (Nassar, 1999). Furthermore, Nassar's (1999) also added that if an individual wants to pursue his career in the field of journalism then only learning the theoretical sides of journalism and

communication was not enough. Nassar's research study recommended to increase the skill based courses to help journalism students. Those courses will help them further in their professional career of journalism.

Most of the research scholars suggested that a critical perspective course should be introduced along with the journalism education. According to them it would be helpful in forming a solid academic identity for journalism (Auger et al., 2017; Curran et al., 2005). In this perspective, Kamel and Alabbasi (1997) suggested that journalism schools should come up with new methods of delivering lecture that will enhance the problem solving skills among the students. In the same context, Skinner et al. (2001) added that journalism students should learn that how they can critically analyze certain events in their societies by using the liberal arts element of their courses. The statement that liberal arts provides freedom to the individual 'from an absolute dependence on the cultural environment' (Blanchard & Christ, 1993) that permits them to critically evaluate that environment. However, the journalism courses should divert their learners' attention towards the real value of liberal arts. Only providing skills courses and liberal arts courses to the journalism students does not help the students to apply those ideas and concerns practically (Skinner et al., 2001).

During the investigation of several journalism education studies, Deuze (2006) found that there are two different title roles for journalism education. These two title roles include the "follower" and the "innovator". According to the follower role, the duty of schools and training centers is to give training to the students by keeping in mind the actual needs of journalism profession and recruitment requirements. Whereas the innovator role focuses on laboratory development and preparing journalism students for future. Similarly, Donsbach (2014) added the social functions of journalism and found that there are five basic areas of skills which should be taught in the educational program to properly train the potential journalists including the mastery of contemporary journalistic skills.

In pakistan perspective, Saleem and Ahmad (2015) analyzed the relationship between market needs and media education. The basic purpose of the study was to understand the compatibility between media education and media market needs and it also aim to determine their future challenges. By using survey method, they collected data on the basis of convenient sampling from 120 media professionals who were working in print media, radio, TV, public relation, advertising, and online journalism. They concluded that print media, advertising, public relations and TV education that were offered in universities are according to media needs from media professional point of view but the education related to radio, film and journalism were not as per the requirements of media market. The study also indicates that affiliations of educational institutions with media groups, government support and teacher training are some factors that will help to overcome the incompatibility of media education with market needs.

By summing up the review, this study is different in a way as it discusses the priorities of top managers of the leading television channels for recruitment and fresh and experienced media

practitioners regards their experiences about acquiring formal journalism education and degrees and their importance for securing any job in media.

2.1 Theoretical Framework

This study aims to understand the management point of view regarding the hiring of media graduates in the leading television channels of Pakistan. The Knowledge, Skills and Abilities (KSA) Model of Human Resource management is applied. According to this model, it is argued that management hires people in their organization on the basis of the job position, job description and job worth. Job position includes skills and attitude, job description consists of role and responsibility while job worth is based on the knowledge and experience of the applicant (Reh, 2016).

The concept of the KSA framework comes under the job description and job specialization. It is used for job descriptions and recruiting requirements that help management to finalize the accurate candidate for the job (Reh, 2016). This framework is further divided into two categories i.e. general and specific KSA. In the general category, education is required but not a specific degree while for specific KSA, a specific and specialized degree is required for the job (Daley, 2012). In this research, it was observed that what the criteria for hiring media employees are. Therefore this study comes under the umbrella of both general and specific KSA.

3. Research Methodology

In this descriptive study, a qualitative research method is used to investigate the criteria of hiring the mass communication graduates in private television news channels. For analyzing the job hiring criteria, interviews of the media management including Media professionals and Human Resource Managers from the five leading private television channels of Pakistan i.e. *GEO*, *Gourmet News Network (GNN)*, *92 news HD*, *Express TV*, and *Dunya TV* are conducted. A semi-structured questionnaire is constructed for data collection and further questions were added during interview. Few In-depth interviews were conducted face to face and few through phone calls due to the Coronavirus pandemic situation and lockdown in Pakistan. Each interview lasted between 45 minutes to 1 hour. A total of 25 participants were selected through a purposive sampling technique to collect the data. These 25 media practitioners are also further classified on the following basis:

- a) 1 Human recourse manager from each media houses
- b) 4 media professionals from each media house (among them 2 are seniors and have an understanding of the hiring process while the remaining 2 are juniors who recently passed through hiring scrutiny).

The data of the interviews is analyzed through thematic analysis. For ensuring the validity of the data and findings, member check technique is used and verbatim is developed.

In this research, the selected participants did not allow to reveal their identity as it could leave an impact on their professional life and personal relationships. Therefore keeping in view their

privacy, in this study, factitious alphabetical identities were assigned to all respondents that are the following:

1. A1 referred to *Dunya TV* human resource managers and A2 denote towards their media professionals
2. B1 indicated *GEO News* HR team while B2 refers to their media professionals
3. C1 and C2 are indicating towards *Gourmet News Network (GNN)* HR managers and media professionals respectively
4. D1 and D2 are referring toward *92 news HD* HR managers and media professionals respectively
5. E1 and E2 represented *Express TV* HR managers and media professionals respectively

4. Markets needs and Job Criteria in Pakistani Television News Channels: Responses of Media Respondents

After transcribing all the interviews of all selected respondents regarding their priorities for job recruitment of media graduates and non-media graduates, the following themes have been extracted to answer the research questions and conclude the findings in this research.

4.1 Job Hiring Criteria

Job hiring criteria is the main factor which indicates how an organization will run. Some organizations put more emphasis on professional abilities while others observe motivation and passion in the candidate. Some want their employees to be well-trained while others focus on grooming them in a personal capacity (Liao, Toya, Lepak, & Hong, 2009). Most of the organizations consider educational credentials as the main criteria whereas the others put attention towards abilities. In this study, it is observed that the job criteria of reputed news channels of Pakistan are based on both experience and education.

According to most of the human resource department of the selected Pakistani news channels, their major focus for hiring is a technical aspect as B1 stated that “The technical aspects are related to the job nature like, if we are hiring a person for the job of Content writer, then, first of all, we will take a test. He/ she have to write content related to any topic assigned by the interviewer”. The human resource department does not emphasize much on education. They focus on the technical abilities and prior experience of the candidate. During the Interview, the human resource department of any news channel emphasizes on judging the confidence level of the interviewee. Practical exposure of the interviewee matters a lot. The HR manager conducts the interview and decides that either the person is suitable for the job or not.

On the other hand, chief operating officers, Director News, and Bureau Chiefs view the hiring criteria differently. It was found during the interviews that they give opportunities to both fresh graduates and experienced media persons. As C2 mentioned that

Currently, our hiring criterion is based on two measures; the first one is Fresh graduates while the other one is Head hunting. Fresh graduates hiring criteria is simple. First of all, they should have a university degree. Preference will be given to the students who have secured more than 3.3 CGPA in academics. Fresh graduates must have a good understanding of IN PAGE software. They should have immense knowledge of the global issue and current affairs like Covid-19. A job seeker should have an interest in reading newspapers, editorials, and books. In target hunting, the news channel targets the individuals who already have repute in the world of electronic media or who are familiar with the TV screen working criteria. It becomes easier for the news channels to get feedback from that person through different sources while hiring. And if that person is from a newsroom or write editorial then you can check the sample of his editorial writing before hiring. The media industry is small, so you can know everyone on and off.

Some news channels hire fresh graduates for three months and some on six months of probation period. The fresh graduates are scrutinized during the probation period and if their performance is satisfactory then they are offered to become a full time employee. Otherwise, their probation period is extended or even terminated from the job. So, it was highlighted that the HR department of any channel considers experience and confidence while professional experts focus on experience and education. So, experience and abilities are the basic hiring criteria in news organizations of Pakistan.

4.2 Media Professionals from Other Fields

The main objective of academia is to train students, enhance their skills, and prepare them to work effectively in their relevant field. But in some disciplines, the education curriculum does not cater to professional needs and this deficiency leads towards the hiring of professionals from different disciplines (Börner, et.al, 2018). It is very common in the media field. It is observed that most of the media professionals of current time in Pakistani media lack media education. Although they all are well educated but they are not media graduates but they still got a job in media houses (Alam, 2012). In this study, it is observed that reputed news channels hired media professionals from other disciplines due to their expertise in a particular genre.

Human resource departments, News directors, and bureau chiefs agreed on a point that their organizations hire employees from other fields due to their grip on their language and communication skills. According to them, the core business of news channels is media. Most of the people working in news channels have an educational background in mass media. But there are exceptional cases too. News channels give preference based on multiple factors which include performance level, knowledge of current affairs, command on the Urdu language, etc. Only having a mass media degree is not enough to be a part of any media house. As D1 said,

Media organization always runs after profit, look at Waseem Badami he was not a media student in fact I think he was a business student but look at how he is doing his job. In media skills and confidence are more important than education.

Others also supported this point of view, All of that agreed that television especially news channels are all about critical analysis of the things happening around. It is how you relate the things that happen in past with the current happenings. News channels should give preference to the mass media graduates but if a person who belongs to any other fields can perform well as compared to mass media graduates then news channels should give preference to them. They also point out towards another factor behind the hiring of employees from other disciplines that as media students are not well aware of politics, foreign policy, and commerce, so news organizations are forced to prefer hiring graduates from other disciplines like Political Sciences, Business and Commerce, etc for talk shows while media students are hired for reporting and news making because of their technical abilities. Technical jobs are less paid and less rewarding which is another crucial issue.

It was also pointed out that in the news making departments in the TV channels, there are 99% of mass media graduates working. For other departments which include the technical department and creative department, the news channels hire engineers. It was also emphasized that the ratio of mass communication is still higher but it is decreasing gradually with the passage of time. As B2 added that “may be with the passage of time the ratio of media graduates goes down to 50%. But right now, there are 70% of mass media graduates who are working in our media house.” All of them agreed that media graduates should be given preference in media organizations but they also do not see any harm in hiring people from other disciplines for specific genres as per their skills and expertise.

4.3 Market Needs of Media Houses

The competition aspect is part and parcel of today’s world. Everyone including business organizations is running behind a goal and that aim is to maximize the profit. Therefore to become successful, organizations emphasize on skills, experience, and knowledge of their employees. They hire people who can produce and adapt new technologies, ideas, innovativeness, and especially prepared to deal with the speedy environment of business (Pulakos, Dorsey & Borman , 2003). Media houses also prefer to hire capable people to fulfill their market needs.

Most of the participants from the human resource department responded that news channels are working hard to provide purified information to its viewers which were their basic market needs. To fulfill these market needs the news channel always prefers to hire graduates who have good knowledge of history or current issues. As they have that basic information and grip on the knowledge which is required to work on TV. As E1 said, “If a mass communication graduate knows the history and current affairs, then the chance of getting hired increases as mass media graduates are also well aware of some specific mass media terms.”

It has also been found that besides the sound knowledge of current affairs and political issues, good writing skills and command on language and vocabulary are another two necessities for media graduates to enhance the chances of being hired that is mostly missing in fresh graduates. For instance, A2 argued that “It is not necessary to have a degree of mass communication to get success in the world of electronic media, in fact, you should be knowledgeable because media sells the content.”

4.4 Media Graduates vs. Non-Media Graduates’ Performance Analysis

It has been found that television channels conduct many interviews for different positions but the students’ performance at the entry-level of their career in the media field is somehow different between media and non-media graduates. It has also been added by the media management that if there is a difference observed among media graduate and non-media graduate, television channels also arrange different trainings and workshops. Crediting to the training and skills sharpening workshops conducting in the media houses, the performance of both background practitioners become converged over time.

Another practitioner at a managerial position of a media house furiously said that the teachers of the mass communication departments do not know the contemporary requirement of the field and they are teaching like living in the old times when this field was known and everything you present would work. This traced us back to when the focus was on the continuity of the field than the quality (Ismach, 1987).

It is also imperative to emphasise that a few media managers just want to hire an employee who would become an asset of the organization irrespective of the fact of the background education. “This field does not require a professional accredited degree like for medical or engineering practices” (B1). Due to which the environment is equally conducive to both type of media and non-media graduates. The success stories in media include both type of graduates.

In exploration of reasons behind lack for a media graduate in leading in job performance from non-media graduates, most of the respondents argue that not all of the universities of Pakistan are well equipped with the technical and theoretical training for media students. What has been observed in the practical field was that the job performance was not dependent on only the background of the education but on the will and potential of the practitioners also. “I can remember a candidate who was a media graduate but did not even tell the name of the Prime Minister of Pakistan of that time” (E2). Based on one instance, it could not be justified to make an opinion about the media graduates. In replying to this counter-argument, the same respondent replied that I can give you many examples. “The question is that the universities of Pakistan do not let the students know about the knowledge and skills required to perform better than any other graduate” (E2). Therefore, their skills can only be improved while working in media stations. To fill this performance gap, different universities have decided to hire media practitioners as visiting resource persons. One of the managers, who is also working as a visiting faculty, told that the

universities have started incorporating a more performance-based curriculum in recent years. The problem is that the universities have to have their independent resources to fully equip the media students. Not everyone from the media industry can carry two tasks at one time. It will create a negative impact on the image and performance against the primary obligations (as cited in Banerjee, 2012; Dickey, Watson, Zangelidis, 2011).

4.5 Job Crisis and Media Graduates

Pakistan has been faced the worst crises in the media field in its history (Rehmat, 2019; Gul, 2020). A recent wave of unpaid salaries, layoffs, a huge cut down in salaries, increased work hours, and overall job uncertainty has made a lot of journalists worried. One journalist committed suicides, many were forced to put resignations, others are waiting if the hanging sword of this uncertainty could be fallen and when. In this environment, one of the journalists who got a 50% cut in his salary, left the industry and advised the media student not to even think of joining this industry at least for the next five years (Amber, 2020). When it was asked, one of the respondents (C1) added that the present crisis is due to the overload in the media industry. All media houses are getting their due share from a certain amount of money but as the media organizations grow in numbers, the due share shrunk. Till the present government came, a significant share of money from the media houses was obtained from the government advertisements but now the situation is entirely different in the sitting government of Pakistan Tehreek-e-Insaaf (PTI).

Keeping in view all the discussion, serious job crises will be waiting for those who just graduated or about to be graduated. The graduating students could only survive if they would learn multiple skills. Students in the contemporary era can build their profiles on social media applications and they can share their creative content in the digital space to get recognition and criticism through which their skills will be sharpened. Upon asking how motivation could be injected in the students in the present scenario, one of the HR representatives of media channels said that he/she himself did not get the salary for the last three months. ‘How would I be able to tell to anybody to come and join this field?’ (A1). The budget of corporate advertising has also been decreased (Hassan, 2018) and there is no hope in increasing it in the immediate near future. This fact has made the media field darker which had already been faced by reducing the revenue generation through government advertisements during the PTI government.

These facts cannot behold for viewing in the digital age. One of the respondents (B2) added that the media teachers need to present an accurate picture of the industry to the students and must ask them to remember the militant journalism which has contributed towards the independence of the region. According to E2, it is not only a profession but a service to the society, and those who help to reflect the truth to the society are the people who emphasize, contribute, and follow the principles of Islam.

4.6 Skills, Hurdles, and Training of Media Graduates

Keeping in view the current recession in the media field in Pakistan, it has become more important than ever to stay abreast of the requirement of new skills and training of media students (Bockino & Ilyas, 2021). The means of communication have been changed rapidly in the last few decades due to which the requirement of a media employee is demanding more skills than before. Based on the content analysis, a study empirically found the gradual increasing demand from a media employer in job advertisements in America (Wenger & Owens, 2013). Nevertheless, it was somehow difficult to find the consensus between media academicians and media practitioners to form a uniform journalism education in universities (Blom, & Davenport, 2012). Higher Education Commission of Pakistan (HEC) conducts meetings in which the senior media practitioners and professors are invited to discuss and update the curriculum. Despite the latest update in the curriculum in 2017, a leading university of the biggest city of Pakistan could not update its curriculum in the media department (Rizvi, 2019). One of the managers of a media house, who was the part of the board of studies meeting of a private university in Lahore, said that as the media practitioner suggest something (while focusing on sharpening the skills of the students), the academic faculty raised doubts on the abilities of their faculty to sort out the right resource person (C1). It is one of the reasons that the media practitioners are invited to become resource persons of the media departments also.

Most of the respondents in this research view that the permanent faculty of the private universities in Lahore are lacking in hiring skillful and trained media professionals as teachers. Due to which the students who come to join the media field after graduation are not been able to perform as required. For example, one of the candidates in an interview in a channel was asked to perform the camera work but she was not been able to do that despite the fact she got higher grades in skill-based subjects. According to A2, “If the theoretical concepts could not be reflected in a practical counterpart, what benefit will it give to a student?”. One of the managers suggests that “the permanent faculty members also need to come and get training before going into the classrooms” (B1). One of the respondents also suggested,

Students should be asked to choose the academia or the practical field of the discipline at the very start of their degree. Those who choose practical fields should be properly taught about the requirement of the job (including the needful skills building and training). The latter choice may not be suitable to be taught by the academicians but rather the practical resource persons.

On the contrary, another perspective was observed when a practitioner told us that the problem lies in our media houses where there is no focus on the research-based programs but only catering to the advertisers' hot cake. For example, the ethics of journalism being taught in universities are not a point of concern for media organizations. “I can quote you many incidents in my organization when economic benefits overcame the ethical considerations” (E2). A student

who comes to follow a detailed guideline and take an urge with him to contribute something to the society is merely fit for the field. Either he will quit his job or will become part of the bandwagon.

6. Conclusion

For converging on a point, universities need to get a whiff of what the practical field demands, as well as the media organizations also need to focus on the findings of the researches being carried out in universities regarding the practices and effects of media in the society. The study concluded that mass communication degree is considered by media professionals while hiring fresh graduates but the HR department only concentrates on experience and confidence while communicational skills, grip on general knowledge, writing skills, and command on the language are the factors that make an impact on the hiring process. Due to these factors, non-media graduates are employed in media but according to respondents their ratio is less but it is increasing tremendously. Media professionals also highlighted the deficiencies in the media departments of the universities of Pakistan. According to them, the universities are not equipping media students with required professional training. They also suggested a surviving strategy in the present time and said that the media students can survive in this field by equipping themselves with multiple skill set and additional knowledge. In the case, at times, degree do not matter but the skills they have learnt are more important.`

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