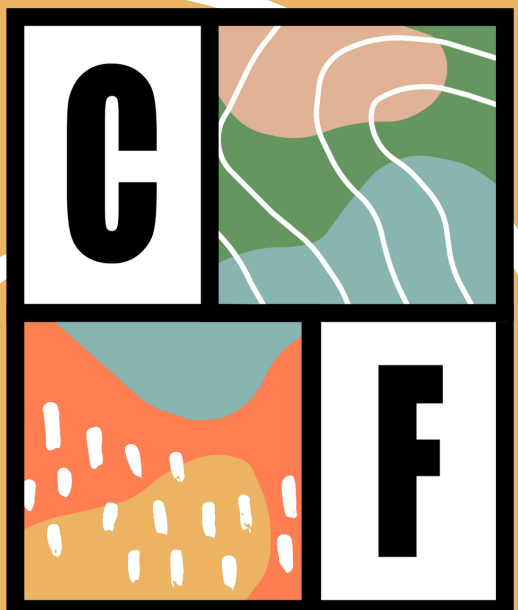


MEDIA & THE INTERNET



Media & The Internet

The world of media has seen an incredible amount of growth, especially in the last decade or so.

Alongside this growth, an incredible amount of new job opportunities have blossomed.

Here we'll be covering just a few of the many jobs that are available!



JOURNALISM

What you will do:

Becoming a journalist can be one of the most interesting and rewarding jobs that you can do. The areas that you can become a journalist in are endless, and there will always be jobs available across a large number of sectors.

Most journalists will tend to work for a news company, meaning your pieces can end up on national TV and in national newspapers, or magazines, journals and online news websites.

As a journalist you will be responsible for developing and writing your own stories, based on information you find out. In order to find your necessary research, you may need to travel to locations around the UK (or the world) and talk to or interview certain people.

Your research may also involve extensive background checks whereby you check the history of the story you're covering.

You will be responsible for reporting accurate information and getting the best out of anyone you may need to interview.

JOURNALISM

Areas you could work:

Some of your work could also be recorded as a video, and maybe even recorded live. This adds an extra layer to your role as a journalist, and means you must be able to adapt between typing out your stories and recording them to camera.

There is no limit to the areas that you can become a journalist. You might be wanting to one day cover the FIFA World Cup, in which case sports journalism would be for you. Or maybe you have a real interest in foreign affairs, and how it all works, so becoming a political journalist would be a great steppingstone for that.

There is also the chance for you to be a freelance journalist, where you are solely responsible for building relationships with publishers and making sure you are covering the stories you want to be covering. A benefit of this is that you can negotiate your own prices and can also use your time in the areas you want.

JOURNALISM

How to become a Journalist:

In terms of the qualifications required, it really does depend on what area you're interested in. For example, if you wanted to become a broadcast journalist there are varied routes such as: direct entry into a traineeship, moving across from print journalism or completing an accredited undergraduate or postgraduate degree in journalism.

However, if we compare that to a magazine journalist, you might find that holding a degree isn't as vital, and whether you are successful or not can depend on your work experience and determination.

As you can see, the ways in are endless, so it is really your choice. However, it's important to note that with any entry into journalism, work experience will be of great importance. Try your best to gain as much experience as you can from things like student newspapers, magazines or radio stations.

WEB CONTENT MANAGER

What you will do:

As we discussed earlier, the world of media has seen dramatic change over the last 10 to 20 years. As a result, there has been a real growth in the number of websites that are being started. They will cover a wide range of things and will need a Content Manager to oversee all that goes on.

As a Content Manager you will ensure that the content of a website is well structured and easy to find. You will also have to ensure that the website fulfils the needs of its viewers and that everything is up to date and accurate.

The content that you manage can include, but is not limited to, web pages, blogs, images, videos, guest articles, reviews and maybe at times social media and marketing copy.

WEB CONTENT MANAGER

What you will do:

If you work as a web content manager for a smaller website than you may well be responsible for the day to day running of the website, where as if you worked for a larger website you would act as a co-ordinator, commissioner and project manager.

You will collate everything together from various areas within the company you work for and ensure that other writers and editors are keeping on top of their work. Alongside this you will produce audits and content schedules which writers will use to keep up to date and to create new content when needed.

As an expert in your organisations management system (CMS) you will produce user guides for staff and deliver training when required. You will also work closely with the CMS developers and internal IT staff to ensure the system has been configured to the needs of your organisation.

WEB CONTENT MANAGER

How to become a Web Content Manager:

You don't need a formal qualification to become a web content manager, however a degree can provide useful experience in writing, editing, presenting and group coordination. A degree or qualification in a similar subject to the website you are managing can be advantageous as you'll be able to apply your knowledge to identify gaps and inaccuracies in the content.

There are many transferable skills that employers look for when hiring a web content manager. Experience in managing a project, working in teams, negotiating and influencing, problem solving and analysis, user and market research, and producing clear written communication will be viewed favourably by most employers.

As well as looking for internships, part-time work and volunteering, think about times during your degree and your personal life when you have demonstrated these skills.

MUSIC PRODUCER

What you will do:

A more unique job within the media industry is a music producer. Music producers assist artists and groups in the studio to help create recorded music, whether that be for an album, TV advert, a film or any other creative output, such as a live DJ set.

Music producers are responsible for developing and making creative content. This could involve working in a studio as a live events producer or as a producer/sound engineer.

The term 'music producer' covers a number of careers within music production and can often lead to cross overs between careers. It also means there are several routes for you to consider following.

A producer's role is to pull together separate parts of a sound recording and make the decision about what artists you need to create a piece of music. You will also decide on the type of recording process to use and the budget available. The role will involve writing, arranging, recording and producing music for other artists, or yourself.

MUSIC PRODUCER

Areas you could work:

A music producer who works on live events is responsible for running creative spectacles like concerts, festivals or live shows. This involves coordinating technical staff, performers and other stakeholders to ensure the events run as smoothly as possible.

Producers can work in the publicly funded or commercial sector, and many work on a freelance basis – crossing over into other disciplines such as theatre production, composition and direction.

Specific responsibilities vary depending on the artist, recording studio, label, radio station or organisation you work for, but some of the most common ones include; Advising on album songs, planning event schedules, timings & performances and working with marketing teams to prepare promotional materials.

By its nature, the role of a music producer requires you to be flexible and adaptable. You'll need to learn new skills quickly and be reactive to ever changing situations.

MUSIC PRODUCER

How to become a Music Producer:

While you don't need a degree to be a music producer, a number of producers will have a degree or some technical training alongside running their own production projects.

The following subjects at degree or HND level are most likely to provide you with relevant skills or knowledge:

Music
Music Production
Sound Engineering
Multimedia

Experience is vital when looking towards music production. Getting involved at an early stage will be of great benefit to you. Student societies, music and sound production for film & theatre, or working with local artists can all help greatly.

Practical experience is also key, whether that's you creating your own music or spending time in a studio either as work or as a volunteer. A broad and open approach to work experience will help build a portfolio and find your pathway.