



Three things that will impact the education and training in media schools

Media is a dynamic industry. So any changes in the industry will have to be matched by the changes in its training and education. Amongst three things that will impact education and training in media schools, first and foremost is: Growth in the industry. Media is the next big thing. From Rs. 450 crore we grew to Rs. 1500 cr industry and now to a Rs. 40,000 crore industry. There is a huge requirement for skilled people. The industry is booming and more and more players are entering the market. To meet their requirement, there is a demand for specific people. What is important is that there is greater interface between industry and students. In fact, this has to be a part of the curriculum of the students. This leads to a better understanding between the two, such that the supply meets the demand.

Also because it is a high growth industry, we see today it is very easy to reach senior positions very quickly. We see such young CEOs, channel heads these days.

Secondly, what will impact the education and training is the kind of Knowledge and Skill set required by the industry. There is a demand for people who have academic as well practical training. While the fundas have to be clear, practical applications have to be taught too. Industry requires people who are Day 1-ready. Because, they don't have any time to impart training. This is why we have media schools. The role of training institutes is important not just at the entry level but also at later stages. We see various customized programmes, for various organizations, like on blogging, sales and marketing, media branding, for working professionals. At entry level, our curriculum is designed by professionals.

The curriculum of the media schools has to be balanced, with a good mix of theoretical and practical training. The curriculum has to be robust and designed by the industry

professionals. The faculty has to be rich. Most importantly, the training given should be such that it meets the requirement of the industry. For this, there has to be research and development programmes for better education and for finding out new ideas.

Last and not the least is Technology. Technology changes rapidly. And the institutes have to be ready to match pace with it. Earlier, all media schools would train their students for the traditional media but now these new communication tools have emerged. It is not just Print, TV or Radio anymore. Today you have Internet, mobile etc all at your disposal. Online media has come up in a big way, whether it is online advertising or cyber journalism. Blogs are such a good marketing tool. There has been an increase in the interpersonal communication. We are in a digital age. In terms of content, if we talk of TV, editing, lighting, camera equipment has undergone a huge change. In Print, newspapers use the Quark Express now. Media schools have to keep up with constant change and keenly absorb, the changes technology is bringing. So that when the student enters the industry, he is aware and confident. Presently there are a lot of institutes who impart media education, but not everyone is equipped and in sync with the industry requirement.

Media is one industry where you are known for the work you do. All the work that you do gets attached to your portfolio. Passion drives this profession and there is no doubt you need nerves of steel to survive in it.

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