

Internship In Print Media During Covid-19: Perspective of UG-PG Interns In Nashik

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Abstract:

Internship is a chance for hands-on-learning of things which are taught theoretically. Students of Journalism and Mass Communication are expected to complete internship in Newspaper, Books and Magazine Publishing, Television, Radio, New Media (Social Media), Advertising, Marketing and/or similar field during their graduation and post-graduation courses. But, because of Covid-19 pandemic, the internships were either missed completely or remained incomplete or were completed but the objectives of internships were not met. This study is an attempt to measure the satisfaction and learning curve of the interns who completed their Print Media internship during the tenure March 2020 and March 2022 in Nashik City. The learnings from this study can be suggested to the next batches and media organizations and correct measures can be taken accordingly to bridge the learning gap.

Keywords: Print media, internship, learning gap, newspaper, satisfaction of interns

1. Introduction

Three districts in Maharashtra – Pune, Ahmednagar and Nashik fall under the jurisdiction of the Savitribai Phule Pune University, Pune. The Savitribai Phule Pune University, Pune mandates practical education and hands-on-learning in its curriculum. Accordingly, almost all degree makes it compulsory for the students to complete at least one project or fulfil at least one internship in their last year of graduation or last year of post-graduation. In practical, there are multiple projects and other hands-on-learning initiatives throughout their courses and degrees.

This paper focuses only on Journalism and Mass Communication or similar degrees in Nashik City. There are three colleges and institution offering Bachelor's degree and three colleges and institution offering Master's degree in Journalism and Mass Nashik City. All the colleges and institution except Yashwantrao Chavan Open University (YCMOU) fall under the jurisdiction of Savitribai Phule Pune University, Pune. YCMOU itself is a distance education University of the state of Maharashtra.

There are three types of Bachelor's degree – two offered by YCMOU and one offered by SPPU. The SPPU degree is called as Bachelor of Vocation (B. Voc). The SPPU degree does not have provision of internship throughout the degree. But, B.Voc mandates the students to complete four internship in six semesters (from third semester to sixth semester). There is only one type of Master's degree – offered by SPPU i.e. Master of Arts in Journalism and Mass Communication (M.J.M.C). The Master's degree makes it mandatory to complete two internship in four semesters (from second semester to third semester) and submit an individual project in the fourth semester.

This paper is an attempt to find out the student's perspective about the internship they completed in Print media during the tenure of March 2020 and March 2022 i.e. during Covid-19. Therefore, we will discard the YCMOU degree and evaluate the B. Voc degree of SPPU and M.J.M.C. degree of SPPU only.

1.1 Aim

The aim of this study is to find the perspective and satisfaction of Undergraduate and Post-Graduate interns of Journalism and Mass Communication and similar degree about their internship experience in Print Media during Covid-19 pandemic in Nashik City.

1.2 Research Problem

Covid-19 pandemic had grave impact on every domain of every country. The most affected were construction, manufacturing and service sector^[1]. But these sectors will eventually recover within a span of a year or two. According to Report No. 328 of Rajya Sabha presented on 6th August 2021, about 32 crore students in India enrolled in different schools, colleges and university will be impacted due to lockdown and disruption in education^[2]. Education sector will have deep impact on at least four batches in India, if not worldwide. This learning gap will be difficult to bridge. But before taking action to bridge the gap, it is important to find the students who have been impacted and the nature of the impact. This study is one such attempt to find the affected interns in Nashik city from Journalism and Mass Communication background.

1.3 Objectives

The objectives of this paper are –

- To find out how many interns of Mass Communication and Journalism completed internship during Covid-19
- To distinguish the skills learnt during Covid-19 by the interns
- To discover the skills which interns could not learn during Covid-19
- To discuss whether skills learnt during Covid-19 will be useful in future
- To evaluate the satisfaction of interns at workplace
- To evaluate state of Print Media in contemporary era of Digital age

1.4 Scope of Study

The paper is an attempt to determine the loss faced by interns of Journalism and Mass Communication background in Nashik City. The tenure of study is two years – internships completed by Undergraduate and Post-Graduate interns in between March 2020 to March 2022. This study considers only students Journalism and Mass Communication background. The graduation or Bachelor's degree is Bachelor of Vocation in Mass Media (BVMM) and post-graduation or Master's degree is Master of Arts in Journalism and Mass Communication (M.J.M.C).

1.5 Limitation

The limitations of the study are–

- This is not a comparative study of internships of pre and post Covid-19 pandemic.
- Time frame of the study is of two years but the intern's completed internship at any point in between these two years, exact date of internship is not available.
- Few internship range from 15 days to 90 days since each degree has different mandate, each media has different rules for interns.

2. Research Methodology

First, the colleges in Nashik city were identified offering graduation and post-graduation degree in Journalism and Mass Communication background. A questionnaire was prepared on Google Forms and the link was circulated to students by visiting the colleges and media houses offering Print media internship. Thus, a Simple Random sampling was chosen.

Apart from demographic data, 26 questions were asked with a mix of quantitative and qualitative questions. 12 questions were asked regarding skills learnt during internship tenure and

its application in future. 14 questions were asked regarding satisfaction of the interns at their places of work.

3. Data Collection

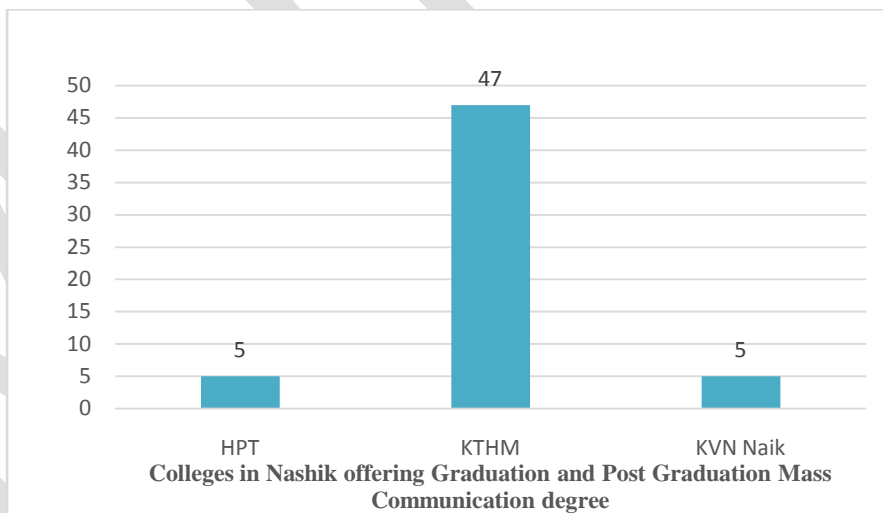
The colleges / institutions offering Bachelor’s and Master’s programme in Journalism and Mass Communication in Nashik City is as follows –

Table 1. Colleges offering Bachelor’s and Master’s Programme in Journalism and Mass Communication.

Sr. No.	Name of the College	Bachelor’s Programme	Master’s Programme
1	Gokhale Education Society’s H.P.T. Arts and R.Y.K. Science College		✓
2	K.R.T. Arts, B.H. Commerce and A.M. Science (K.T.H.M.) College	✓	✓
3	Kr. V. N. Naik Shikshan Prasarak Sanstha's Arts, Commerce and Science (K.V.N. Naik) College	✓	
4	C.H.M.E. Society’s Bhonsala Military College		✓
5	Yashwantrao Chavan Maharashtra Open University	✓	

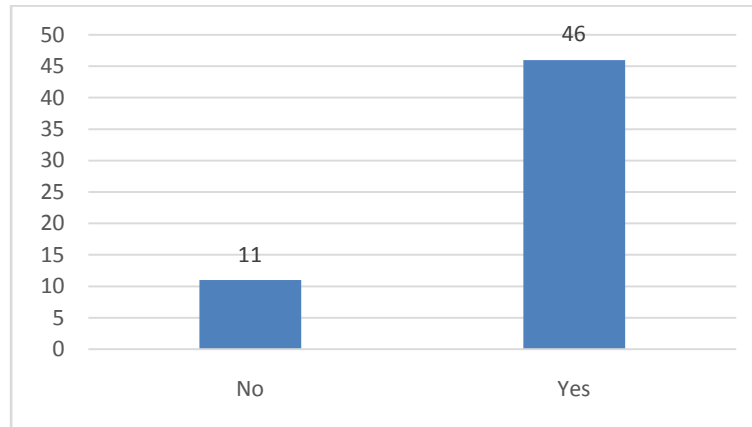
57 students responded out of which KTHM records maximum 47 students and HPT and KVN Naik records 5-5 each.

Graph 1. Respondents college-wise



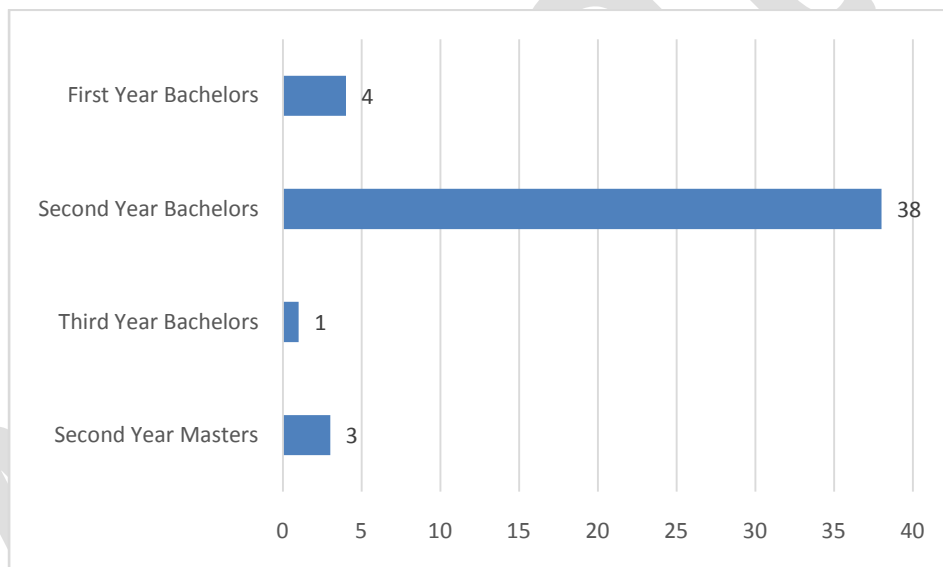
Out of the 57 respondent, it was identified that only 46 completed their internship in said tenure i.e. in between March 2020 and March 2022.

Graph 2. No of students completing internship in said time period i.e. in between March 2020 and March 2022.

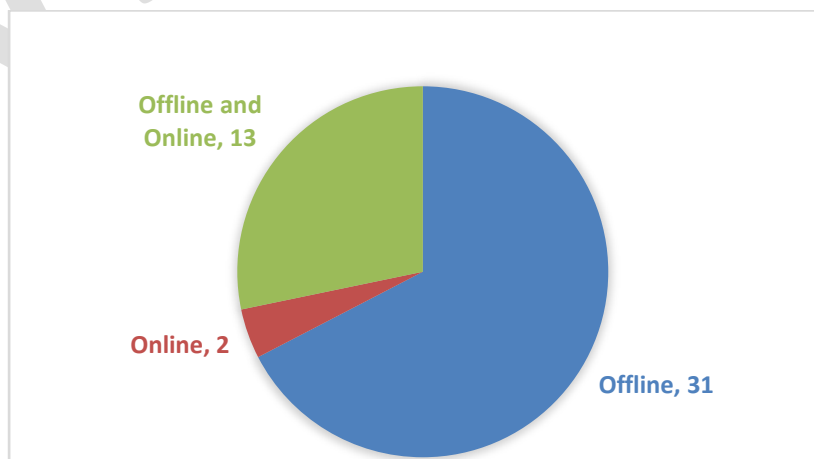


Out of 46 students, graph below shows the Academic Year in which students were enrolled at the time of their internship.

Graph 3. Academic Year in which students were enrolled at the time of internship.



Graph 4. The mode of internship whether offline, online or hybrid i.e. offline and online both.



4. Data Analysis

The students were asked questions regarding their internship experience during Covid-19. The students were asked to rate the question in the form of 5-point Likert scale ranging from Extremely Dissatisfied to Extremely Satisfied. Total 46 students gave response. The data is converted into percentage format as shown –

Table 1. Student satisfaction about places of internship and their workplace environment

QUESTIONS	TOTAL	Extremely Dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely Satisfied	TOTAL
You got a chance to improve your already existing skills	46	0%	7%	22%	50%	22%	100%
The skills learnt during Internship are now in use / application	46	2%	7%	24%	39%	28%	100%
The skills learnt during Internship will be used in next one year	46	0%	4%	24%	41%	30%	100%
The availability of the staff	46	0%	4%	26%	24%	46%	100%
The friendliness of the staff	46	2%	2%	35%	22%	39%	100%
The competency of staff	46	0%	11%	28%	26%	35%	100%
The concern shown when you have a problem	46	2%	9%	22%	35%	33%	100%
The ability of staff to make you comfortable	46	0%	7%	30%	28%	35%	100%
The feelings that your best interests are served	46	4%	4%	28%	43%	20%	100%
The feeling that your efforts are given appreciation	46	4%	7%	20%	41%	28%	100%

5. Data Interpretation

Apart from 10 5-point Likert Scale questions, 7 qualitative questions were asked regarding their opinion on state of Print media in Nashik. The core idea of the responses of 46 students has been presented below –

5.1 Overall student satisfaction during Covid-19

By applying simple mean to the above table, we get few key findings. We conclude that the 1.4% percentage of students were extremely dissatisfied, 6.2% were dissatisfied. The students who were neither satisfied nor dissatisfied amounts to 25.9%. 34.9% students were satisfied and 31.6% students were extremely satisfied. Overall, the work environment was extremely good during Covid-19.

5.2 Student satisfaction regarding staff members and work environment

More than 72% students expressed that they got a platform to apply their existing skills. About 67% of the students said that the skills learnt during Covid-19 are now in application. 71% students expressed that the skills learnt during Covid-19 will be used throughout the year. 68% students said

that their problems were addressed. 63% students said that the staff made them feel comfortable and 63% students also said that their best interests were served.

5.3 Top skills which students could learn and couldn't learn

Content writing, communication skills, field reporting and teamwork were the top skills learnt during internship. About 87% of the interns had these skills in common. The major skills which students couldn't learn during Covid-19 include pagination, Ad designing and technical writing for Ads and plate making. The reasons due to which students couldn't learn skills are majorly due to Covid-19 pandemic. The staff could not devote time exclusively for interns because staff were busy covering Covid-19 news or they were understaff since few staff members were asked to work from home.

5.4 Three positives and three negatives of internship during Covid-19

Students were asked to give three positive and three negative experiences or learning during Covid-19. The major positives were public relation got improved, they could get first-hand information about ground reality of Covid-19 and communication skills evolved exponentially. The negatives include lesser interaction with star reporters or entire staff members, time management and duration of internship was short.

5.5 Impact on Academics

About 91.3% of students said there was positive impact on Academics. They learnt jargons related to Print media and they could apply their theoretical knowledge in practice especially during news writing and editing. Only a miniscule number of students could learn pagination and apply on their own, rest were given demonstrations only because they were not allowed to practice this skill due to time constraints and hence, they couldn't learn this skill freely.

5.6 Impact on life due to Internship

Roughly 90% students said that the internship impacted their lives positively. Communication skills got improved, they learnt positivity / optimism even in this crisis and many found their ultimate goal or purpose of life during this Covid-19 pandemic.

5.7 View on state of Print media in Nashik during Covid-19

The print media was disturbed completely during first three months of Covid-19. During first 40-50 days, newspapers weren't allowed to print and distribute throughout the country. It had grave consequences. There were attrition of employees throughout various sectors and media was no exception. To tackle the situation, almost every media house in Nashik went online. They posted content via website or social media platform. Earlier, only two media houses published news online or via website. Only these two had dedicated offices and staff for covering Nashik. Now, every media house has a dedicated team for digital. This was revolutionary for digital segment in Nashik which earlier was traditionally a hub of Print Media.

5.8 Views on Print media management in Nashik

Every student opined that there was scope of improvement in media management. The connection between print media organizations and youth is missing. The print media, unlike electronic media (TV and Radio) or new media (social media) fails to give a space to the youth of the city, and a large section is missing which can be converted into a target audience.

The management employs people within the city itself. There is no representation from rural areas. This limitation must be tackled by the management. Also, the existing staff has limited skills. The management must work on updating the skills of the employees and thus their efficiency by imbibing in them best practices.

6. Conclusion and Suggestions

Print media was severely impacted during Covid-19. The students of mass media doing internship in Print media learnt important skills including communication, news coverage, news writing and editing. But many of the students couldn't learn skills like pagination, Ad making, plate making etc. Nevertheless, more than 2/3rd students found the internship to be useful, the skills developed useful and opined that skills will be useful in next one year.

Suggestions came in regarding the management of Print media in Nashik. The students said that complete overhaul is not needed but mere structural changes and policy changes are needed to gain more popularity and to bridge gap between youth of the city and the news organization.

7. Way Forward

This research was conducted in Nashik City in Print media branch of the media. This study can be extended to other cities of the country and other branches like Electronic media (TV and Radio) and New media (Social media). The perspective of students was considered in this research. A study can be conducted to consider opinion of media organizations regarding education and skills developed in students of Journalism and Mass Communication in a particular region, the media organization and their experience regarding interns, interns turning into employees (on payroll) etc.

References

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