

JOURNALIST

JOB DESCRIPTION

Journalism consists of two main related areas: researching and gathering information, and writing or presenting content. As a journalist, you will often need to be “on-the-go” to report events as they happen or to interview people on location. You will usually work on a specific subject area assigned to you. Good communications skills and strong integrity are vital.



SALARY

Newly qualified journalist ★★☆☆☆
Experienced journalist ★★★★★

INDUSTRY PROFILE

Opportunities in traditional print journalism in decline • Many journalists write for online publications • Highly competitive • Deadline-driven industry

CAREER PATHS

Many journalists begin by writing for student publications. Once qualified, they can work in diverse media—including newspapers, magazines, TV, and online—and choose to specialize in one field, such as sports, news, features, or politics. They can progress to an editorial role, which involves managing a section of a publication or broadcast.

INTERN You may be able to find an intern position if you lack a degree. A portfolio of work for school publications, blogs, or local magazines will help prove your abilities and commitment to employers.



GRADUATE You can apply for entry-level positions with a media company after completing your bachelor's degree. Some employers look for applicants with graduate-level qualifications.



BROADCAST

JOURNALIST Works for radio or TV stations broadcasting via air, cable, or the Internet. These journalists research, write, and often present stories for broadcast.



JOURNALIST With the necessary qualifications and work experience for a local newspaper, radio station, or TV station, you can choose to pursue one of a variety of specialties.

SKILLS GUIDE



Excellent verbal and written skills help to express ideas clearly to varied readerships or audiences.



The ability to work with people in many teams, including editors, designers, and producers.



Perseverance and a "can-do" attitude, helping to create and present a story for the target audience.



The flexibility to take on stories that arise without warning and to follow them as events unfold.



Good organizational skills to meet tight deadlines, especially when juggling multiple stories.

AT A GLANCE



YOUR INTERESTS Writing • Research • Meeting and interacting with people • Media • Social media • Computers • Current affairs



ENTRY QUALIFICATIONS A degree followed by graduate training in journalism is desirable; internships are also available for on-the-job training.



LIFESTYLE Work is project-based, with long and irregular hours, which can extend over weekends and holidays. Some jobs require frequent traveling.



LOCATION You may be based in an office, but will need to travel to conduct research and interviews depending on your chosen field.



THE REALITIES Tight deadlines and long hours are common. Working conditions can be poor or dangerous, for example in war or disaster zones.



NEWSPAPER JOURNALIST

Provides information to the public about events, people, and ideas. The role involves detailed research, writing, and fact-checking.



MAGAZINE JOURNALIST

Researches and writes news articles and features for a variety of periodicals, including popular titles, business journals, and trade publications.



ONLINE JOURNALIST Produces content for online publication on one or many different topics. This requires good journalistic and computer skills. The ability to work in a variety of media—including video and sound—is extremely beneficial.

▼ RELATED CAREERS

- ▶ **WRITER** *see pp. 52–53*
- ▶ **EDITOR** *see pp. 56–57*
- ▶ **ADVERTISING COPYWRITER** Produces the concise and persuasive written words, or "copy," for advertisements. This can range from slogans and text for printed advertisements and leaflets to radio jingles and scripts for TV commercials.



As global newspaper sales continue to fall, more people are choosing the Internet and radio for their daily news.

