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Attitude and perception of journalism students towards their career choice in Bangladesh

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Certificate of Approval

I am pleased to certify that the dissertation report on ‘**Attitude and perception of journalism students towards their career choice in Bangladesh**’ prepared by **Md. Mumin** bearing **ID No: 173- 28- 256** of the department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision Md. Mumin worked with this research topic. He completed the work during the spring, 2020 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Md. Mumin.

Md. Mumin bears a good moral character and a very pleasing personality. I wish him all success in life.



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Abstract

This research work focused on the attitude and the perception of journalism students towards their career choice in Bangladesh. It's also, investigates about most preferred professions among students of journalism and mass communication in Bangladesh and the factors that stimulate the career choice of journalism students. Online Survey method was adopted and questionnaire was the data collection instrument used for this study. The population of the study according to the current attendance of students of Journalism and mass communication department of daffodil International University were 180, out of which 110 students were sampled using simple random sampling formula. Total 64 responses received from students. Collected data was analyzed by using tables, frequencies and simple percentages.

The findings indicated that journalism, public relations, administration, advertising are found to be most preferred profession by the students. Exciting and multiple career options, opportunity to expand network, Service to humanity, journalist as role model, opportunities to travel and explore are the major factors that stimulates journalism students career choice. The study concluded that the most preferred professions by students of journalism in Bangladesh are journalism, public relations, administration and advertising.

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Chapter One: Introduction

1.1. Background of the study

The study examines the career choice tendency of journalism students and the factors that influences students for selecting a particular field to develop their career after graduation. The study focused on the students of journalism and mass communication in Bangladesh.

Journalism is the practice of investigating and reporting newsworthy events of public interest as they occur through different mood mass media. Journalism is also defined by Ali (2010) as, ‘the collection, organization and distribution of news, feature and related materials through such media as a pamphlet, magazines, newsletter, television, radio, pictures, bill Boards, the internet and Books’.

Choosing a profession is a significant move facing the students of various disciplines all over the world. “Students professional choice may fulfill their wishes, interest and demand, thus effect their quality of life” (Guay, Ratelle, Senecal, Larose & Deschenes, 2006, p.235). The factors that motivates for chosen a particular career as profession determine by diverse social and political aspects. Several researches have stated that there are numerous factors which affected the career decision of students: Ashong & Batta, 2011, Onoyase & Onoyase, 2009; Onojigin, 2009; Emenyeonu, 1991. Some of these factors begin to develop at earlier stage of family and school life, some at the interaction level with friends

and society, while others develop at the stage of acquiring higher education and seeking career information.

The study of journalism in Bangladesh began in the early 1960s. At the time, there was only one institution offering courses in journalism –University of Dhaka which began in 1962. This institution at first introduced post graduate diploma in journalism. The program was expanded to graduate level in 1967 and an undergraduate program was introduced in 1977 (Genilo, Mahmud, Haq, 2019). In 1993, only three universities offered undergraduate and graduate journalism, mass communication and media studies degrees in Bangladesh.

This increased to 24 by the end of 2019. Journalism and mass communication institutions in Bangladesh enroll around 900 students each year (Ullah, 2016). However, it is a matter of debate how many graduates in Bangladesh chose their career in journalism. Though, journalism and mass communication as an academic field of study in Bangladesh, higher education institutions is designed to train professional manpower for different area of communication industry.

The aim of the study is to examine the pattern of career choice and the factors that influence the journalism student's career choice in Bangladesh. Specifically, the study intends to find out the most preferred profession of journalism students and the factors that motivate career choice of journalism students in Bangladesh.

1.2. Statement of research problem

Journalism and mass communication academic program is offered by 24 public and private universities in Bangladesh, as well as several institutions. As an academic field of study, journalism and mass communication comprises some areas of specializations like reporting, photography, copy writing, advertising, public relation, media production, research etc. After completing graduation, students are expected to build their career in one of these professions. But there is lack of literature which clearly explains the career choice trends and motives of journalism and mass communication students in Bangladesh. Only few studies conducted in this area, one of them by Genito, Mahmud and Haq, 2019 which focus on the factors facilitate or inhibit aspiring Bangladeshi journalists to prepare for and join the profession.

Consequently, the literature available on career preference and motivations of students in various disciplines; (Islam and Islam, 2013, Hossain and Siddque,

2012, Ahmed 2013, Ahmed, Majumdar, Karim and Rahman 2011, Onijigin, 2009, Lee et al, 2000, Gambo et al,2012,) have indicated that several factors such as; family and peer influence, media role, curriculum, learning environment, relevant job, pay and benefits, job security are some of the major factors that determine the career choice of students in various disciplines around the globe. This study intends to examine what are the factors influences the career choice of Journalism students in Bangladesh.

1.3. Objective of the study

The main objective of this study was investigating the career choice of journalism undergraduates. The specific objectives are to:

- To understand which professions do the journalism students like to take as career after graduation.
- To find out the factors stimulate the journalism students for professional choice.
- To reveal the students perception of skills or qualifications to be needed for a better job.
- To find out if the hazard of journalism as a career scare students away from the profession.

1.4. Significance of the study

The aim of this study is to investigate the attitude and perception of journalism students towards their career choice in Bangladesh. Strong understanding about these essential factors that are responsible for journalism student's career choice can help student directly to their career decision. This research will also offer the solution that highly needed for university students to drive their desire career which will also boost their professional lives. It will be supportive for career educators, directing and helping students making a realistic career decision, thereby reducing disappointments in careers. What's are the top career choice of journalism student, what kind of job available for journalism student nationally and internationally, what's factors influence journalism students towards their career choice, what's are the required skill necessary for journalism students, hazards of journalism profession, all of those answer will help journalism students to focus their career interest.

This study will serve as resource materials for programmers to design curriculum and implementation for journalism and mass communication institution. This study will also motivate other researchers to go into further study on the issue.

1.5. Research question

- Which professions do the journalism students like to take as career after their graduation?
- What are the factors stimulate journalism students towards their professional choice.
- What are the skills or qualifications a journalism student needed for a better job in a reputed media house.
- What are the hazards of journalism as a career scare students away from the profession?

1.6. Scope of the study

The attitude and perception of journalism students towards their career choice can be a great area for conducting research. Many scholars were inspired to work in this area of student's career choice and provided some us useful studies. But Journalism student's career choice was not covered largely. A few amounts of studies can be found that deals with the career choice of journalism student. So a study focusing on the factors that influence career choice of journalism students in Bangladesh can be conducted. The overall situation of journalism students of Bangladesh can be expressed mainly by Daffodil International University. Therefore, the factors that have an impact on the career choice process of

journalism students of Daffodil International University have been taken as a field for this research.

1.7. Limitation of the study

The research has decided to limit this study to the students of Daffodil International University of Bangladesh. It was therefore limited to find out only the attitude and perception of journalism students towards their career choice. The ideal situation would have been to study a much wider area and a larger number of journalism student, and practicing journalist to enhance the reliability of the data and to make generalization more appropriate. But due to time frame and financial constraint it was limited to the university mentioned above.

1.8. Operational definition of significant terms

ATTITUDE: This is a form of behaving to something or someone or your viewpoint about anything.

PERCEPTION: This is a way to characterize something or your thoughts about it. The viewpoint that you see the issue.

JOURNALISM: That is the job of gathering and publishing news stories in newspapers or transmitting them on radio and television in order to inform the people about what things are happening around the world.

STUDENT: Those are group of individuals who are studying at a school, college or university to acquire knowledge.

TOWARDS: This is in connection to someone or something, or in the direction of something.

CAREER: Career means a long-term or life-long job; or a profession for life.

CAREER CHOICE: Selection on a type of occupation or profession.

Chapter Two: Literature Review

2.1. Review of relevant literature

This chapter discussed the literature related to the attitude and perception of journalism students toward their career choice. It particularly focused on journalism students' career preference, factors that influencing journalism students career choice, necessary skills and hazards for journalism students. These were considered as the foundation of the study.

In research context, literature is the collection of materials provided in the form of books, journals, document, newspapers, magazines, internet material etc. dealing with specific topic. About literature review Ogili (2005:42) said, review of literature means building a research project on the similar basis of earlier work on a specific field of interest, literature here simply means reference to earlier writer and relevant materials to the chose research project topic. Therefore, literature review concerns with the exhaustive survey of what has been found or known on a given identified problem. It helps to discover the extent of work that already have done in the problem area.

To make this study an academic work and a successful one, it was necessary to make use of journal, articles, textbooks, newspaper and internet material as the sources of literature for this study. Data also collected from respondents through questionnaires as a primary source.

Higher educational institutions are playing a significant role of providing career guidance to the students. The academic curriculum of higher education institutions are designed to train professionals which occupy important positions in various careers. The major mass communication professions which are available for journalism students in Bangladesh to build career are following: journalism, public relations, advertising, film production, book publishing, NGO's, media consultant, communication expert etc. These professions emerged and developed in Bangladesh at different time and perspective.

The study of journalism in Bangladesh began in the early 1960s. At the time, there was only one institution offering courses in journalism –University of Dhaka which began in 1962. This institution at first introduced post graduate diploma in journalism. The program was expanded to graduate level in 1967 and an undergraduate program was introduced in 1977 (Genilo, Mahmud, Haq, 2019). In 1993, only three universities offered undergraduate and graduate journalism, mass communication and media studies degrees in Bangladesh University of Rajshahi and University of Chittagong along with University of Dhaka.

Other public universities which offer undergraduate and graduate program in journalism, mass communication and media studies degrees in Bangladesh are Jahangirnagar University, Jagannath University, Comilla University, Khulna University, Barisal University, Begum Rokeya University.

Private universities of Bangladesh which offer undergraduate and graduate program in journalism, mass communication and media studies degrees are Stamford University Bangladesh, University of Liberal Arts Bangladesh, Daffodil International University, University of Development Alternative, Manarat International University, Port City International University, , Baredra University, State University of Bangladesh, American International University Bangladesh, Independent University Bangladesh, Bangladesh University of professionals, Central Women's University, Green University of Bangladesh, North Bengal International University, Varendra University.

About journalism education Ullah (2010) wrote, the academic programs are so designed that, after four years for undergoing journalism education, a student can become technically and intellectually capable of working at any competitive workplace.

Journalism is a media profession which offers a variety of career possibilities. According to Ekeli and Enobakhare (2013), although there are many career variations in journalism, the ideal is to adequately inform the intended audience about topical issues within the society. Journalism serves many useful and vital functions such as: informing the public about facts and events that are important, provide forum for diverse viewpoints, serve as watchdog of the government,

institutions and the public, advocate change in public interest, and pursue the truth with unwavering commitment.

The practice of journalism profession in our contemporary society was carried out in these two distinctive forms. The print journalism comprises of the journalist that are working in a newspaper and magazine industries, while broadcast journalism comprises of the journalist working in radio and television organizations. Some specific career options in journalism include: reporting, investigative journalism, photojournalism, columnist, analysts and the list goes on. Aina (2004 p.210) distinguished some of the careers in journalism: a reporter is a journalist who seeks out some information using research and interviews. Reporters write reports (news stories) on events, occurrences and prominent individuals within the society. They are also known as correspondents; the investigative journalist is a journalist who presents a more systemized approach to journalism. It is also considered to be one of the most risky careers in journalism because it seeks ‘to ferret out the news behind the news or the big secret the source has vowed to conceal’.

Photojournalism involves taking newsworthy pictures. Photojournalists are professional photographers unlike other journalists. Photojournalism as defined by Ojomo (2008 p.17) is ‘telling a story with photographs – reporting with the aid of picture’. The photojournalist is guided by purpose, and this sets his job apart from other professional photographers.

There are also analysts in journalism. These journalists work on a variety of beats as either: political analyst, entertainment analyst, business analyst, sport analyst, educational analyst.

There are also journalists who are columnist. The word column as far as the media is concerned connotes delegating specific pages of the newspaper to specified topical issues, written regularly over a long period of time. There are opinion column, editorial column, sports, business, but to mention a few. Journalists do not run column for expressing personal opinion. However with technology, journalists can do this through their blogs and social media. Columns also allow for interaction with the reading public (p.230).

Public relation is another professional area of specialization in mass communication industry. According to Johnson & Zawawi (2004, P.6) public relation is: ‘The ethical and strategic management of communication and relationships in order to build and develop coalitions and policy identify and manage issues and create and direct messages to achieve sound outcomes within a socially responsible framework.’

Advertising is also an area of specialization in mass communication industry. It’s a form of marketing communication that is being used by both government and private organizations. According to Hoffmann (2007, p.9) advertising is “a paid

media, form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future”. In another definition advertising is: “A form of controlled communication that attempts to persuade an appropriate audience, through the use of a variety of appeals and strategies, to make a decision to buy or use a particular product or service” (Defleur & Dennis, 1996, P.320).

2.2. Theoretical framework

This study is embedded on the Social Cognitive theory of Albert Bandura (Bandura, 1977, 1986, 1997). Bandura’s social cognitive theory explains how individuals’ career interests develop, how they make career choice and how they determine their level of performance. Bandura hypothesizes that individuals’ conception of their confidence to perform tasks mediates between what they know, how they act and that people’s beliefs in their ability to accomplish things helps to determine the actions they will take.

The concept of self-efficacy is the focal point of Albert Bandura's social cognitive theory. Among the beliefs with which an individual evaluates the control over his/her actions and environment, self-efficacy beliefs are the most influential predictor of human behavior. Self-efficacy comes from individuals’ previous

performance accomplishments, vicariously by observing others, from verbal persuasion, from physiological states and arousal. Bandura also postulates that self-efficacy is distinct from outcome expectancies, or the expectations one has of the result of behavior.

Here, Self-Efficacy - the belief in one's capabilities to organize and execute the courses of action required to produce given attainments. In this study, the relevancy of this theory is found by considering the role of student's belief perception about their own capability/ self- attributes" in their career preferences.

Chapter Three: Methodology

3.1. Research design

Research design is a plan, summary or outline used to provide answers to research problems (Orodho, 2004). The researcher adopted online survey method to design this research. Survey, according to Nwodu (2006: P. 67) “Is a researcher method, which focuses on a representative sample derived from the entire population of study” Thus, a researcher who uses this method heads into the field and collects samples from the whole population. It has to do with administering or circulating questionnaires personally to gather data and collecting them back from the various respondents to analyze the data for a better result.

3.2. Area of study

The study area is concerned with the entire journalism and mass communication undergraduate students of Daffodil International University. This area is selected because of its closeness to the researchers. The ideal setting for a study should be easily accessible to the researcher and should be that which permits instant rapport with the respondents.

3.3. Research population

Population means all cases or individuals that match a certain criteria. The populations of the study are journalism and mass communication students of Daffodil International University of Bangladesh. According to the current attendance of undergraduate students in journalism department of DIU, they have a

total number of 180 students who are studying there. The researcher has chosen the population as it would be easier for him to draw sample from the population.

3.4. Research Sample & Sampling technique

Research sample is a small percentage of total target population. It is the selection of a given number of subjects from a defined population as a representative of that population. Any statements about that particular sample should also be true of the population (Orodho, 2002). In any research process it's one of the most important things to select the sample of individuals who will participate in the study (Oso & Onen, 2008).

Researcher adopted a simple random sampling technique for this study with the population of 180 registered undergraduate student of spring 2020 semester. Simple random sampling is the most basic form of probability sample in which each member has equal chance to be included in the sample (Bryman, 2004). With random sampling therefore, there is no opportunity for human bias that can manifest itself. The power of random sampling is derived from statistical probability theory and thus it permits confidence generalization from the sample to the larger population it represents (Patton, 2000).

Researcher selected 110 respondent students from each batch of the department of journalism and mass communication of daffodil International University who are registered in this current spring semester.

3.5. Instrument of data collection

The questionnaire was the instrument that was used to gather data in this study. The researcher wanted to use the questionnaire, because when communicating with individuals, it is considered the best tool. The questionnaire also offers the researchers the opportunity to interpret the data with easy way. It was comprised with close ended questions.

A total of twenty two items were drawn and administered to the respondents. The questionnaire was split down into two sections. One section addresses the questions about the respondent's demography and another section addresses the questions about the research.

3.6. Method of data collection

Data was collected by circulating the questionnaire form to selected students of journalism and mass communication department of Daffodil International University. The circulation of the questionnaire was done by social media platform and email with the respondents. Out of 110 targeted respondents 64 responses were received. The researcher collected and analyzed the complete responses of the questionnaire received from the respondent.

3.7. Method of data analysis

The data collected from the field was analyzed using descriptive statistics such as frequency distribution and percentage. In addition, the comparative tables showing frequencies were used.

From the results of the data analyzed, discussion, recommendations, and conclusions were made. It was upon the research findings that the researcher had to seek and establish whether the objectives of the study were achieved and identified other aspects relevant for future studies.

Chapter Four: Data presentation and analysis

4.1. Data presentation and analysis of data

This chapter presents findings of the study. The responses from the subjects were compiled into frequencies, converted into percentages, and presented in tabular form. This was to facilitate analysis and interpretation of the attitude and the perception of journalism student's career choice in Bangladesh. Analysis was done based on each question asked by the researcher in the questionnaire. However, the findings and interpretations were done based on study objectives and research questions. The study answered the following research questions;

- Which professions do the journalism students like to take as career after their graduation?
- What are the factors stimulate journalism students towards their professional choice.
- What are the skills/ qualifications a journalism student needed for a better job in a reputed media house.
- What are the hazards of journalism as a career scare students away from the profession?

4.1.1. Analysis of Demographic Data

In the following, the demographic data are presented using table.

Question 1: What is your Gender?

Table 1: Gender of respondents

Gender	Frequency	Percentage
Male	51	79.69%
Female	13	20.31%
Total	64	100%

The above table showed the gender distribution of respondent, in which 51 respondents (79.69%) are male and 13 respondents (20.31%) are female.

Question 2: What is your age group (in years)?

Table 2: Age group of respondents

Age group	Frequency	Percentage
18-20	22	34.37%
21-23	31	48.44%
24-26	11	17.19%
Total	64	100%

The above table showed the age distribution of the respondents in which 22 respondents (34.37%) are between the ages of 18 and 20, 31 respondents (48.44%) are between the ages of 21 and 23, 11 respondents (17.19%) are in between the ages 24 and 26.

Question 3: What is your running academic year?

Table 3: Academic year of respondents

Academic year	Frequency	Percentage
First year	9	14.06%
Second year	12	18.75%
Third year	23	35.94%
Fourth year	20	31.25%
Total	64	100%

The above table showed that the survey was conducted among respondent from different academic year of respondent. The data has been collected from 64 students, of them 9 respondents (14.06%) are first year student, 12 respondents (18.75%) are second year student, 23 respondents (35.94%) are third year student and rest 20 respondents (31.25%) are fourth year student.

Question 4: What is your Marital Status?

Table 4: Marital Status of respondents

Marital status	Frequency	Percentage
Single	61	95.31%

Married	3	4.69%
Total	64	

The above table is about the marital status of respondents which showed that 61 respondents (95.31%) out of 64 respondents are single and 3 respondents (4.69%) are married.

4.1.2. Analysis of Data from Survey

Question 5: Have you made any decision about what type of career or job you would like to peruse after your graduation?

Table 5: Respondents decision for career choice

Response	Frequency	Percentage
Yes	59	92.19%
No	1	1.56%
Undecided	4	6.25%
Total	64	100%

From the above table, 59 respondents (92.19%) have already made decision about their career choice and 1 respondent (1.56%) have not taken any decision about career choice and 4 respondents (6.25%) are undecided about their career choice.

Question 6: If you have already taken decision about your career, what is your career choice?

Table 6: Career choice of respondents

Response	Frequency	Percentage
Journalism	38	64.41%
Public relation	7	11.87%
Advertising	2	3.39%
Research	0	0%
Media production	0	0%
Broadcasting	0	0%
NGO	4	6.78%
Bank	2	3.39%
Civil service	0	0%
Business	1	1.69%
Teaching	2	3.39%

Administration	3	5.08%
Total	59	100%

From the above table, 38 respondents (64.41%) mentioned journalism as their carrier choice, 7 respondents (11.87%) mentioned public relation as their career choice, 2 respondents (3.39%) mentioned advertising as their career choice, 4 respondents (6.78%) mentioned NGO job as their career choice, 2 respondents (3.39%) mentioned bank as their career choice, 1 respondent (1.69%) mentioned business as his career choice, 2 respondents (3.39%) mentioned teaching as their career choice, 3 respondents (5.08%) mentioned administration as their career choice.

Question 7: What is the main reason why you will chose that particular career?

Table 7: Reason for choosing particular career

Response	Frequency	Percentage
Good field for job	17	28.81%
Good for money	10	16.96%
Want to help people	6	10.16%
Always interesting	9	15.25%
Personal growth	7	11.86%

Respect	10	16.96%
Total	59	100%

The above table showed the reason for choosing a particular career. 17 respondents (28.81%) choose a particular career because its good field for job to them, 10 respondents (16.96%) choose particular career because it's good for money to them, 6 respondent (10.16%) choose particular career because they want to help people, 9 respondents (15.25%) choose particular career because it's always interesting them to work, 7 respondents (11.86%) choose particular career for their personal growth, 10 respondent (16.96%) choose particular career for respect.

Question 8: If you are not sure or undecided about your career choice what is the reason?

Table 8: Reason for keeping career choice undecided

Response	Frequency	Percentage
Exploring more fields	2	40%
Goal not yet identified	0	0%
Need more time for final decision	3	60%
Taking suggestion from teacher/ career counselor	0	%
Total	5	100%

The above table showed the reason why respondents are not sure or undecided about their career choice. 2 respondents (40%) out of 5, exploring more fields for career choice and 3(60%) other respondent needs more time for their final decision about career choice.

Question 9: Who has the most influence on your decision for your career choice?

Table 9: Factors influence respondent’s career choice

Response	Frequency	Percentage
My family	12	20.34%
My friends	3	5.08%
Relatives	0	0%
Teacher	1	1.70%
Career adviser	0	0%
Myself	43	72.88%
Total	59	100%

The above table showed, 12 respondents (20.34%) have family influence for their career choice decision, 3 respondents (5.08%) have friends influence, 1 respondent

(1.70%) have teacher influence for career choice and 43 respondents (72.88%) choose career by them self.

Question 10: Which information source would you like to search to find out a job?

Table 10: Information source used to find out job.

Response	Frequency	Percentage
TV scroll/ advertisement	8	13.56%
Newspaper	17	28.81%
Online Job portals	31	52.54%
Job fair	8	13.66%
Social media	25	42.37%
Relatives	12	20.34%
Interpersonal channel	28	47.46%

(NB: For receiving multiple responses the total percentage is crossing 100)

From the above table, 8 respondents (13.56%) get their job information from TV scroll or TV advertisement, 17 respondents (28.81%) get their job information from newspaper, 31 respondents (52.54%) get their job information from online job portals, 8 respondents (13.66%) like to get job information from job fair, 25 respondents (42.37%) get their job information from social media, 12 respondents

(20.34%) get job information from their relatives and 28 respondents (47.46%) get their job information through interpersonal channel.

Question 11: Which of the following aspects are most important to you in a job?

Table 11: Important aspects of job for respondents.

Response	Frequency	Percentage
Working environment	38	64.40%
Job security	31	52.54%
Attractive salary	28	47.46%
Personal development	20	33.90%
Good work-life balance	15	25.42%
Training and development	19	32.20%
Relevant job	13	22.03%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed the most important aspects of job for respondents. Working environment is the most important aspect of job for 38 respondents (64.40%), 31 respondents (52.54%) consider job security as important aspect, for 28 respondents (47.46%) attractive salary is most important, 20 respondents (33.90%) consider personal development, 15 respondents (25.42%) consider good work life balance, 19 respondents (32.20%) consider Training and development as

important aspect of job and 13 respondents (22.03%) consider relevant job as important aspects.

Question 12: If you chose journalism as your career, what area of journalism would you like to specialize in?

Table 12: Area of specialization for respondents.

Response	Frequency	Percentage
Investigative Journalism	12	20.34%
Sports journalism	21	35.60%
Photo journalism	5	8.47%
Feature writing	6	10.18%
Editorial writing	0	0%
Business journalism	3	5.08%
News presentation	7	11.86%
Political analyst	3	5.08%
Columnist	0	0%
Video journalism	2	3.39%
Total	59	100%

The above table showed the area of specialization for respondents if they choose journalism as career. 12 respondents (20.34%) would like to specialize them in investigative journalism, 21 respondents (35.60%) would like to specialize them in sports journalism, 5 respondents (8.47%) would like to specialize them in photo journalism, 6 respondents (10.18%) would like to specialize them in feature writing, 3 respondents (5.08%) would like to specialize them in business journalism, 7 respondents (11.86%) would like to specialize them for news presentation, 3 respondents (5.08%) would like to specialize them as Political analyst, 2 respondents (3.39%) would like to specialize them as video journalist.

Question 13: What are the factors do you think that stimulates journalism student for their professional choice?

Table 13: Factors stimulates journalism student’s professional choice.

Response	Frequency	Percentage
Journalist as role model	21	35.59%
Exciting and multiple career options	28	47.46%
Diversified knowledge	12	20.34%
Service to humanity	35	59.32%
Opportunities to travel and explore	13	22.03%
Opportunity to expand network	18	30.50%

Free to express platform	5	8.47%
Attractive salary packages	4	6.78%

(NB: For receiving multiple responses the total percentage is crossing 100)

From the table above, 21 respondents (35.59%) think journalist as role model stimulates journalism student for their professional choice, 28 respondents (47.46%) think exciting and multiple career option stimulates journalism students, 12 respondents (20.34%) think diversified knowledge stimulates journalism student for professional choice, 35 respondents (59.32%) think service to humanity stimulates student, 13 respondents (22.03%) think opportunities to travel and explore stimulates journalism student for professional choice, 18 respondents (30.50%) think opportunities to expand network stimulates journalism students for their professional choice, 5 respondents (8.47%) think free to express platform stimulates journalism student for professional choice and 4 respondents (6.78%) think attractive salary packages stimulates journalism student for their professional choice.

Question 14: If you select other profession apart from journalism, what are the reasons?

Table 14: Reasons for choosing other profession apart from journalism.

Response	Frequency	Percentage
Poor pay for journalists	28	47.46%

Job insecurity	36	61.02%
No work life balance	19	32.20%
Risky profession	25	42.37%
Lack of freedom of speech	22	37.28%
Biasness or particular beliefs	22	37.28%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed the reasons for choosing other profession apart from journalism by respondents. 28 respondents (47.46%) may choose other profession because of poor pay for journalists, 36 respondents (61.02%) may choose other profession apart from journalism because of job insecurity, 19 respondents (32.20%) may choose other profession apart from journalism because of no work life balance, for risky profession 25 respondents (42.37%) may choose other profession apart from journalism, 22 respondents (37.28%) may choose other profession apart from journalism for lack of freedom of speech, for biasness or particular beliefs 22 respondents (37.28%) may choose other profession apart from journalism.

Question 15: What do you think are the skills or qualities a journalism student should possess for a good job in a national/international reputed news media?

Table 15: Skills or qualities needed for journalism student.

Response	Frequency	Percentage
Technological skill	27	45.76%
Creative writing	36	61.02%
Reporting	22	37.28%
Editing	14	23.72%
Critical thinking	18	30.50%
Multimedia production	11	18.64%
Research skills	18	30.50%
Photography skills	10	16.94%
Language	21	35.60%
Presentation	24	40.68%
Communication	45	76.27%
Negotiation	12	20.34%
Public speaking	15	25.42%
Interviewing	22	37.28%
Visual design	8	13.55%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed the skills or qualities a journalism student should possess for a good job in a national or international reputed news media. 27 respondents (45.76%) think a journalism student should possess technological skill, 36

respondents (61.02%) think a journalism student should possess creative writing skill, 22 respondents (37.28%) think a journalism should possess reporting skill, 14 respondents (23.72%) think that a journalism student should possess editing skill, 18 respondents (30.50%) think journalism student should possess critical thinking skill, 11 respondents (18.64%) think a journalism student should possess multimedia production skill, 18 respondents (30.50%) think a journalism student should possess research skill, 11 respondents (18.64%) think a journalism student should possess multimedia production skill, 10 respondents (16.94%) think a journalism student should possess photography skill, 21 respondents (35.60%) think journalism student should possess language skill, 24 respondents (40.68%) think a journalism student should possess presentation skill, 45 respondents (76.27%) think a journalism student should possess communication skill, 12 respondents (20.34%) think a journalism student should possess negotiation skill, 15 respondents (25.42%) think a journalism student should possess public speaking skill, 22 respondents (37.28%) think a journalism student should possess interviewing skill, 8 respondents (13.55%) think a journalism student should possess visual design skill for a good job in a national or international reputed news media.

Question 16: What type of qualities do you possess?

Table 16: Skills or qualities possess by respondents.

Response	Frequency	Percentage
Technological	28	47.45%
Creative writing	25	42.37%
Reporting	21	35.59%
Editing	17	28.81%
Critical thinking	13	22.03%
Multimedia production	10	16.95%
Research skills	16	27.11%
Photography skills	8	13.56%
Language	19	32.20%
Presentation	15	25.42%
Public speaking	8	13.56%
Communication	42	71.18%
Negotiation	5	8.47%
Interviewing	17	28.81%
Visual design	12	20.33%
Teamwork	26	44.06%
Leadership	17	28.81%
Organizing and planning	13	22.03%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed that 28 respondents (47.45%) possess technological skill, 25 respondents (42.37%) possess creative writing skill, 21 respondents (35.59%) possess reporting skill, 17 respondents (28.81%) possess editing skill, 13 respondents (22.03%) possess critical thinking skill, 10 respondents (16.95%) possess multimedia production skill, 16 respondents (27.11%) possess research skill, 8 respondents (13.56%) possess photography skill, 19 respondents (32.20%) possess language skill, 15 respondents (25.42%) possess presentation skill, 8 respondents (13.56%) possess public speaking skill, 42 respondents (71.18%) possess communication skill, 5 respondents (8.47%) possess negotiation skill, 17 respondents (28.81%) possess interviewing skill, 12 respondents (20.33%) possess visual design skill, 26 respondents (44.06%) possess teamwork skill, 17 respondents (28.81%) possess leadership skill, 13 respondents (22.03%) possess organizing and planning skill.

Question 17: How would you rate the journalism profession in Bangladesh?

Table 17: Rating journalism profession in Bangladesh.

Response	Frequency	Percentage
Prestigious profession	14	23.72%

Financially rewarding profession	3	5.08%
An interesting profession	16	27.11%
A dangerous profession	13	22.03%
Lack of job security	30	50.84%
Irregular salary	37	62.71%
Bias profession	15	25.42%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed that 14 respondents (23.72%) rate the journalism profession in Bangladesh as a prestigious profession, 3 respondents (5.08%) rate the journalism profession in Bangladesh as a financially rewarding profession, 16 respondents (27.11%) rate the journalism profession in Bangladesh as an interesting profession, 13 respondents (22.03%) rate the journalism profession in Bangladesh as a dangerous profession, 30 respondents (50.84%) rate the journalism profession in Bangladesh as lack of job security, 37 respondents (62.71%) rate the journalism profession in Bangladesh as irregular salary profession, 15 respondents (25.42%) rate the journalism profession in Bangladesh as Bias profession.

Question 18: Besides studying, journalism students have scope for part time job. Do you agree?

Table 18: Part time job scope for respondents

Response	Frequency	Percentage
Strongly Agree	14	23.72%
Agree	30	50.85%
No opinion	6	10.18%
Disagree	9	15.25%
Strongly disagree	0	0%
Total	59	100%

The above tables showed that 14 respondents (23.72%) strongly agree that besides studying journalism students have scope for part time job, 30 respondents (50.85%) agree that besides studying journalism students have scope for part time job, 6 respondents (10.18%) have no opinion that besides studying journalism students have scope for part time job, 9 respondents (15.25%) disagree with the statement that besides studying journalism students have scope for part time job,

Question 19: Which of the following do you think is most important for you to get a job in journalism?

Table 19: Important factors to get job in journalism

Response	Frequency	Percentage
Advance degree	11	18.64%

Internshp	0	0%
Practical experience/ Field work	28	47.46%
Language	0	0%
Interpersonal communication skill	16	27.12
Presentation and soft skills	4	6.78%
Total	59	100%

From the above table, 11 respondent (18.64%) think advance degree is most important to get a job in journalism, 28 respondent (47.46%) think practical experience or field work is most important to get a job in journalism, 16 respondent (27.12%) think Interpersonal communication skills is important to get a job in journalism, 4 respondent (6.78%) think presentation and soft skills are important to get a job in journalism.

Question 20: Have you had experience in any of the following extracurricular activities related to journalism?

Table 20: Extracurricular activities by respondents.

Response	Frequency	Percentage
School magazine	18	30.50%
School newspaper	8	13.55%

Broadcast production	15	25.42%
Internship	17	28.81%
Journalism workshop	39	66.10%
Journalism club	25	42.37
No experience	16	27.11%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed journalism related extracurricular activities experience of respondents. 18 respondents (30.50%) have experience in school magazine, 8 respondents (13.55%) have experience in school newspaper, 15 respondents (25.42%) have experience in broadcast production, 17 respondents (28.81%) have experience in internship, 39 respondents (66.10%) have experience in journalism workshop and 25 respondents (42.37%) have experience in journalism club.

Question 21: From the following events what would you like to participate for your career development?

Table 21: Participation of events for career development

Response	Frequency	Percentage
Reporting	36	61.01%
News presentation	20	33.90%
Photography	11	18.64%

Video production	14	23.73%
Language courses	21	35.60%
Journalism ethics and standard	20	33.90%
Journalist experience sharing	29	49.15%
Research	18	30.50%

(NB: For receiving multiple responses the total percentage is crossing 100)

The above table showed that 36 respondents (61.01%) would like to participate in reporting workshop for their career development, 20 respondents (33.90%) would like to participate in news presentation course for their career development, 11 respondents (18.64%) would like to participate in photography course for career development, 14 respondents (23.73%) would like to participate in video production course for career development, 21 respondents (35.60%) would like to participate in language course for career development, 20 respondents (33.90%) would like to participate in journalism ethics and standard related workshop for career development, 29 respondents (49.15%) would like to participate in journalist experience sharing session for career development, 18 respondents (30.50%) would like to participate in research related course for career development.

Question 22: Do you think your institution has proper curriculum and management to prepare you for your desire workplace?

Table 22: Curriculum and management to prepare students for workplace

Response	Frequency	Percentage
Yes, we have proper curriculum and management	17	28.81%
We need to add more relevant subject	8	13.56%
We need to develop our syllabus	5	8.48%
We need more practical class and fieldwork	23	38.98%
We need more trained management	6	10.17%
Total	59	100%

The above table showed that 17 respondents (28.81%) think their institution has proper curriculum and management to prepare them for desire workplace, 8 respondents (13.56%) think their institution need to add more relevant subject, 5 respondents (8.48%) think their institution need to develop syllabus, 23 respondents (38.98%) think they need more practical class and fieldwork, 6 respondents (10.17%) think they need more trained management at their institution.

4.2. Analysis of research questions

In this section, the data collected from the survey on the topic “Attitude and perception of journalism students towards their career choice in Bangladesh” was discussed. The data were contained in the 64 responses of questionnaire received from the respondents. This section discussed the findings of the study in relation to the four research questions.

Research question 1: Which professions do the journalism students like to take as career after their graduation?

The aim of this research question was to find out the career choice of journalism students, what they like to peruse after completing their graduation. Data on table 6 showed that 38 respondents (64.41%) mentioned after their graduation they want to take journalism as their career, 7 respondents (11.87%) mentioned they want to take public relation as their career, 4 respondents (6.78%) mentioned that they want to at NGO after their graduation, 3 respondents (5.08%) mentioned administration job as their career choice. 2 respondents (3.39%) mentioned that they want to take advertising as their career choice after graduation, 2 respondents (3.39%) mentioned that they want to work at bank after graduation, 2 respondents (3.39%) mentioned teaching as their career choice and 1 respondent (1.69%) mentioned that he/she want to do business after his graduation.

Data on table 12 showed if the respondents chose journalism as your career, in which aspects of journalism they would like to specialize in. 12 respondents (20.34%) would like to specialize them in investigative journalism while 21 respondents (35.60%) mentioned they would like to specialize them in sports journalism, 5 respondents (8.47%) would like to specialize them in photo journalism, 6 respondents (10.18%) mentioned that they would like to specialize them in feature writing, 3 respondents (5.08%) would like to specialize in business journalism, 7 respondents (11.86%) would like to specialize them for news presentation, 3 respondents (5.08%) would like to specialize them as Political analyst and 2 respondents (3.39%) would like to specialize them as video journalist.

Research question 2: What are the factors stimulate journalism students towards their professional choice.

The aim of this research question was to find out the factors stimulate journalism students towards their professional choice. Data on table 13 showed that 21 respondents (35.59%) think journalist as role model stimulates journalism student for their professional choice, 28 respondents (47.46%) think exciting and multiple career option stimulates journalism students for their professional choice, 12 respondents (20.34%) think diversified knowledge stimulates journalism student for professional choice, 35 respondents (59.32%) think service to humanity

stimulates student, 13 respondents (22.03%) think opportunities to travel and explore stimulates journalism student for professional choice, 18 respondents (30.50%) think opportunities to expand network stimulates journalism students for their professional choice, 5 respondents (8.47%) think free to express platform stimulates journalism students for their professional choice and 4 respondents (6.78%) think attractive salary packages stimulates journalism student for their professional choice.

Research question 3: What are the skills or qualifications a journalism student needed for a better job in a reputed media house.

The aim of this research question was to find out the skills or qualifications a journalism student needed for a better job in a reputed media house. Data on table 15 showed that 27 respondents (45.76%) think a journalism student should possess technological skill, 36 respondents (61.02%) think a journalism student should possess creative writing skill, 22 respondents (37.28%) think a journalism should possess reporting skill, 14 respondents (23.72%) think that a journalism student should possess editing skill, 18 respondents (30.50%) think journalism student should possess critical thinking skill, 11 respondents (18.64%) think a journalism student should possess multimedia production skill, 18 respondents (30.50%) think a journalism student should possess research skill, 11 respondents (18.64%) think a journalism student should possess multimedia production skill, 10 respondents

(16.94%) think a journalism student should possess photography skill, 21 respondents (35.60%) think journalism student should possess language skill, 24 respondents (40.68%) think a journalism student should possess presentation skill, 45 respondents (76.27%) think a journalism student should possess communication skill, 12 respondents (20.34%) think a journalism student should possess negotiation skill, 15 respondents (25.42%) think a journalism student should possess public speaking skill, 22 respondents (37.28%) think a journalism student should possess interviewing skill, 8 respondents (13.55%) think a journalism student should possess visual design skill for a good job in a national or international reputed news media.

Research question 4: What are the hazards of journalism as a career that scare students away from the profession?

The aim of this research question was to find out the hazards of journalism as a career that scare students away from the profession. Data on table 14 showed that 36 respondents (61.02%) think job insecurity is the hazards for journalism students that scare students away from the profession, 28 respondents (47.46%) think poor pay for journalists is a hazards for this profession, 19 respondents (32.20%) may choose other profession apart from journalism because they think there is no work life balance in journalism profession, 25 respondents (42.37%) think journalism is a risky profession, 22 respondents (37.28%) may choose other profession apart

from journalism for lack of freedom of speech, 22 respondents (37.28%) think biasness or particular beliefs is a hazard for journalism profession.

Chapter Five: Summary, Conclusion and Recommendation

This chapter will discuss about the summary of the research findings, conclusions, and recommendations of the study. The research dealt with attitudes and the perception of journalism students towards their career choice. The key variable included students' career preference, influencing factors, necessary skills, hazards. The prime objective of the study was to determine the influence of these variables on career choice of journalism students.

5.1. Summary of the research findings

Career preference: The findings of the study reveal that the most preferred career by mass communication students is journalism. This is true on the basis of each and every demographic dimension like student's gender, academic year, and marital status. The second most preferred career is public relation and the third most preferred career by mass communication students is to work at NGO.

If the respondents choose journalism as career their first choice is sports journalism as career. 35.60% respondents would like to specialized them in sports journalism, the second choice of respondents is investigative journalism, 20.34% respondents would like to specialized them in investigative journalism, third choice for respondents is news presentation and fourth choice is feature writing.

Factors that influencing career choice: This study shows that most influencing factor which stimulates journalism students for their career choice is service to humanity, According to the study findings, the highest of the respondents has mentioned service to humanity as the influential factor in career choice decision. The second most influencing factor is exciting and multiple career options for journalism students and the third most influencing factor for journalism student's career choice is journalist as role model.

Necessary skills or qualifications: The findings of the study reveal the students perception of silks or qualification to be needed for a better job. Most needed skill for journalism students is communication skills, 76.27% respondents think student should possess communication skill for a good job in a national or international reputed news media, second most needed skill for journalism student is creative writing skill and third most needed skill for student is technological skill.

Hazard of journalism: The findings of the study also reveal the hazards of journalism as a career which scare students away from the profession and get involved with other profession. Job insecurity is the top of reason for choosing other profession apart from journalism, second reason for choosing other

profession apart from journalism is poor pay to journalist and the third reason is journalism is a risky profession.

5.2. Conclusion

This study examined the attitude and the perception of journalism students towards their career choice in Bangladesh. The objective was to understand which profession do the journalism students like to take as career after their, find out the factors that stimulate journalism students for their professional choice. The findings of this study revealed that most journalism students would like to pursue career in journalism after their graduation; especially in the area of sports journalism, investigative journalism and feature writing. Students are interested in journalism profession because it would afford them the opportunity of exciting and multiple career options as well as service to humanity. The study also revealed that job insecurity, poor pay to journalist discourages journalism students from the practice of journalism upon graduation.

5.3. Recommendation

In line with the findings and conclusions of the study, the researcher would like to make the following recommendations:

1. Though majority of the students show their interest for journalism as career, some factors were also identified as hazards that scare journalism students for this profession and it is high time to consider those factors and tackled.
2. Salaries of journalists should be increased in a reasonable way to motivate and change the negative attitude of students towards journalism as a career.
3. Training, workshop, governmental supports should be increased for journalist to make students have positive attitudes towards journalism as a career.
4. Students should build more connection with media professionals and other sources for internship and job information.
5. Universities and other journalism training institutions should update their curriculum and teaching methods with time.

Suggestion for Further Studies

Since the study was about the attitude and the perception of journalism students towards their career choice in Bangladesh, the researcher recommends that for further research carried out on the attitude of female Mass Communication students towards journalism as a career in Bangladesh.

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Appendix

Questionnaire: Attitude and perception of journalism students towards their career choice in Bangladesh

(Information collected in this questionnaire is confidential)

Name:

ID:

01. What is your Gender?

- Male
- Female

02. What is your age group (in years)?

- 18-20
- 21-23
- 24-26

03. What is your running academic year?

- First year
- Second year
- Third year
- Fourth year

04. What is your Marital Status?

- Single
- Married

05. Have you made any decision about what type of career or job you would like to peruse after your graduation?

- Yes
- No
- Undecided

06. If you have already taken decision about your career, what is your career choice?

- Journalism
- Public relation
- Advertising
- Research
- Media production
- Broadcasting
- NGO
- Bank
- Civil service
- Business
- Teaching
- Administration
- Other ...

07. What is the main reason why you will chose that particular career?

- Good field for a job
- Good for money
- Want to help people
- Always been interesting

- Personal growth
- Respect
- Other . . .

08. If you are not sure or undecided about your career choice what is the reason?

- Exploring more fields
- Goal not yet identified
- Need more time for final decision
- Taking suggestion from teacher/ career counselor

09. Who has the most influence on your decision for your career choice?

- My family
- My friends
- Relatives
- Teacher
- Career adviser
- Myself

10. Which information source would you like to search to find out a job?

- TV scroll or advertisement
- Newspaper
- Online Job portals
- Job fair
- Social media
- Relatives
- Interpersonal channel
- Other . . .

11. Which of the following aspects are most important to you in a job?

- Working environment
- Job security

- Attractive salary
- Personal development
- Good work-life balance
- Training and development
- Relevant job
- Other . . .

12. If you chose journalism as your career, what aspects of journalism would you like to specialize in? Investigative Journalism

- Investigative journalism
- Sports journalism
- Photo journalism
- Feature writing
- Editorial writing
- Business
- News presentation
- Political analyst
- Columnist
- Video journalism

13. What are the factors do you think that stimulates journalism student for their professional choice?

- Journalist as role model
- Exciting and multiple career options
- Diversified knowledge
- Service to humanity
- Opportunities to travel and explore
- Opportunity to expand network
- Free to express platform
- Attractive salary packages

14. If you select other profession apart from journalism, what are thereasons?

- Poor pay for journalists
- Job insecurity

- No work life balance
- Risky profession
- Lack of freedom of speech
- Biasness or particular beliefs

15. What do you think are the skills or qualities a journalism student should possess for a good job in a national/international reputed news media?

- Technological skill
- Creative writing
- Reporting
- Editing
- Critical thinking
- Multimedia production
- Research skills
- Photography skills
- Language
- Presentation
- Communication
- Negotiation
- Public speaking
- Interviewing
- Visual design

16. What type of qualities do you possess?

- Technological
- Creative writing
- Reporting
- Editing
- Critical thinking
- Multimedia production
- Research skills
- Photography skills
- Language

- Presentation
- Public speaking
- Communication
- Negotiation
- Interviewing
- Visual design
- Teamwork
- Leadership
- Organizing and planning

17. How would you rate the journalism profession in Bangladesh?

- Prestigious profession
- Financially rewarding profession
- An interesting profession
- A dangerous profession
- Lack of job security
- Irregular salary
- Biasness

18. Besides studying, journalism students have scope for part time job. Do you agree?

- Strongly Agree
- Agree
- No opinion
- Disagree
- Strongly disagree

19. Which of the following do you think is most important for you to get a job in journalism?

- Advance degree

- Internshp
- Practical experience/ Field work
- Language
- Interpersonal communication skills
- presentation and soft skills

20. Have you had experience in any of the following extra –curricular activities related to journalism?

- School magazine
- School newspaper
- Broadcast^[P]_[SEP]production
- Internship
- Journalism workshop
- Journalism club
- No experience

21. From the following events what would you like to participate for your career development?

- Reporting
- News presentation
- Photography
- Video production
- Language courses
- Journalism ethics and standard
- Journalist experience sharing
- Research

22. Do you think your institution has proper curriculum and management to prepare you for your desire workplace?

- Yes, we have proper curriculum and management
- We need to add more relevant subject
- We need to develop our syllabus
- We need more practical class and fieldwork
- We need more trained management