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Journalism

Continued from Page 5



Graphic by Lorraine Rath

get people on the tube who shout at the president, who ask nasty questions and seem unpleasant.

"I think that the glamour and the glitz are still there. But it's the liking for that type of glamour as people see it portrayed by celebrity newspeople that may be declining," Ismach said.

Ismach claimed another reason students are filling advertising classrooms on campus and across the country is the "apparent drop in idealism...in today's college student" compared to previous generations.

"People are more individualistic. The 'Me Decade' and all of that has come home on college campuses. So people look for career opportunities that pay well and satisfy various ego and social needs," Ismach said.

Indeed, student gravitation toward advertising and public relations may be influenced largely by financial motivations.

Teresa Gayle, a University senior in public relations, believes there are more job

openings with higher pay in her major of choice. However, she maintains this was not the reason for her decision to choose public relations.

"I love working and dealing with people, and so I want a people-oriented job like p.r.," Gayle said.

Nancy Qualman, an "older sophomore" majoring in news-editorial, also believes advertising and public relations hold more job opportunities than news, broadcasting or magazine fields.

"To get into the news side of journalism you have to be a 'number one' in order to be picked up by anybody. There are needs for advertising in numerous firms in numerous directions and the news journalism will be harder to get into," Qualman said.

Douglas Sibbald, a senior news journalism cum telecommunications and film major, agreed with Gayle and Qualman, as did Karen Irmsher, a graduate in public relations, news-editorial and magazine.

"I thought p.r. would be the most useful as far as getting

hired...but writing for a magazine is really what I would like to do," Irmsher said.

Perceptions, however, often differ from reality, especially concerning pay differentials between news-editorial and advertising/public relations markets.

According to a survey conducted by the Dow Jones Newspaper Fund reported in *The Chronicle* article, "1986 graduates of news-editorial and advertising programs earned roughly the same starting salaries, while public relations graduates earned slightly more and broadcast graduates earned less."

Ponder and Ismach echoed the Dow Jones findings.

"In the past there were swarms of people applying for a relatively small pool of (news) jobs, but now this proportion is working out a lot more favorably from the standpoint of (news-editorial) students," Ponder said.

"I believe the Dow Jones report indicated there were 1.5 applicants for every one job, which is fairly low considering many don't go into the news field — in other words, it's becoming a job-seekers market," Ponder added.

"Students don't investigate (job markets) thoroughly," Ismach said. "Just in the last year there has been a decline in the number of advertising jobs. I think it takes a while for those kind of messages to catch up with students. There's always sort of a lag," Ismach stated.

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