

Employment Status of Mass Communication Graduates of University of Pangasinan – PHINMA Education Network

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Abstract - *The study focused on the Status of Mass Communication graduates AY 2009-2011 of the University of Pangasinan – PHINMA Education Network. It used the Historical method because the researcher compared the employment status of Mass Communication graduates of 2002-2008 with the employment status of Mass Communication graduates of 2009-2011.*

Moreover, the writer used a combination of Qualitative and Quantitative approaches. Quantitative was used because the researcher needed to conduct survey and gather these data for further investigation. On the other hand, qualitative approach was used because there will be an in-depth discussion, comparison, and analysis on the status of Mass Communication to be able to know the effectiveness of Mass Communication course in University of Pangasinan as it affects the employability of the students. Thus, the approaches and methods were used for a smooth flow of conducting the research.

The following conclusions were drawn: Among the 16 respondents, majority are female with a total number of 13. Their ages range from 21-28 years and most of them are 22 years old who belong to batch 2010-2011. This is the year with the largest number of graduates since Mass Communication course was offered in the University in 2003. Majority of them are single. Most of them dwell in Pangasinan. Among the three consecutive batches, only one graduated Cum Laude during the A.Y. 2010-2011. Five of the respondents have eligibilities in the Kapisanan ng mga Brodkasters ng Pilipinas and Professional Career Civil Service.

Most are employed in the Social Media, Call Center and Sales Marketing and most of them are Staff/ Support Personnel. With regards to their salary, majority are earning P10,000 to P 20,000. And lastly, their length of employment is below 1 year since majority of the respondents belong to batch 2010-2011.

Findings show that even though a large percentage of the respondents are underemployed, it can be seen that there is an increase of 17.55% on the employability rate of Mass Comm. graduates from the academic years 2009 to 2011 compared to the study of Manzano on the “Status of Mass Communication in the University of Pangasinan from the academic years 2002 to 2007.

Keywords: Employment – Status – Mass Communication – University of Pangasinan

INTRODUCTION

Communication has been one of the major driving forces of the world history. It influenced history by recording the information, which overcame the restraints of time, transmitting the record, which overcame the restraints of place, and controlling the content, which interpreted the events. Recording, sending and decoding information led to the development of the society as a whole and had a significant impact on human relationship. Thus, the need for communication paves the way to the emergence of Media.

In the AY 2008-2009, 2009-2010, and 2010-2011, the enrolment in the said course has significantly increased. This may be due to the increasing demand for young people in the media industry. In relation to this, there was a study conducted by Prof. Augustus M. Manzano in the year 2008 which aimed to determine the status of AB Mass Communication program as perceived by the graduates. Thus, the researcher would like to have a follow up on the whereabouts of Mass Communication graduates from A.Y. 2009-2011 to see the things that must be done for the improvement of the course for the benefit of the future Mass Communication students. Are the Mass Communication graduates employed along the line of mass media or not? If they are not, are they still unemployed or underemployed – with jobs not related to Mass Communication? If a lot of the respondents did not land to Mass Communication Industry, what might be the reason behind? Does the University administration provide the necessary inputs during the respondents’ stay at the University, or is Mass Communication not so much needed anymore in our country? Or perhaps the graduates fear the risky environment in media, or maybe for them, jobs in media are not much profitable. Hence, this study is conducted to know the employability status of Mass Communication graduates.

MATERIALS AND METHODS

Historical Method of research was used in this study. Three (3) batches of graduates having a total number of thirty nine (39) graduates who finished the course Bachelor of Arts in Mass Communication were taken as respondents.

Table 1
Profile of Respondents
From the University of Pangasinan-
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Profile	Freq uenc y	Perce ntage (%)
Gender		
Male	3	18.75
Female	13	81.25
Total	16	100
Age		
21	3	18.75
22	5	31.25
23	3	18.75
24	2	12.5
25	1	6.25
26	1	6.25
28	1	6.25
Total	16	100
Civil Status		
Single	14	87.5
Married	2	12.5
Widow/Widower		
Total	16	100
Residence		
Within Pangasinan	12	75
Outside Pangasinan	4	25
Total	16	100
Year Graduated in UPANG		
2008-2009	3	18.75
2009-2010	4	25
2010-2011	9	56
Total	16	100
Honors Received		
Summa Cum Laude		
Magna Cum Laude		

Cum Laude	1	6.5
With Distinction		
Total	1	
Eligibility		
Kapisanan ng mga Brokasters ng Pilipinas	2	12.5
Career Civil Service		18.75
None	1	68.75
Total	6	100

It can be seen that most of the respondents are female. It is because there are only few males who enrolled in the course. Their age ranges from 21-28 years old. However, most of them are 22 years of age. A large percentage of the respondents are single and residents of Pangasinan. Many of them are single since the field of work they are in requires a lot of time. Media practitioners should always be readily available because they can be deployed anytime, and anywhere. Most of the respondents are graduates of AY 2010-2011 because it is the year having the largest number of graduates ever since Mass Communication course was established in the university in 2003. Furthermore, it is in the same year that the only cum laude from 2009-2011 graduated. In addition, there are only two mass communication graduates who have Kapisanan ng mga Brokasters ng Pilipinas (KBP) License. Though most of the respondents do not have a KBP license, most of them are employed in the media industry. Therefore it is an indication that one can be employed even without a license. Skills and abilities are more vital as bases to good employment status.

Table 2a

Work Performance of Graduates

Occupation (Media –related)	(%)	Occupation (Not media -related)	(%)

Broadcast Related (TV)	2.5	Call Center	18.75
Broadcast Related (RADIO)		Sales Marketing	18.75
Print related	2.5	Business Related	12.5
Social Media	8.75	LGU	6.25
TOTAL	3.75	TOTAL	56.25
43.75% (Media –related) + 56.25% (Not media -related)=100%			

Table 2b

Work Performance of Graduates

Position	Frequency	Percentage (%)
Managerial Position/Supervisory	4	25
Clerical/Administrative Position	5	31.25
Staff/Support Personnel	7	43.75
Total	16	100
Monthly Salary		
P 10,000 and below	4	25
P 10,001 to 20,000	10	62.5
P 21,000 and above	2	12.5
Total	16	100
Length of Employment		
3 years	1	6.67
2 years	1	6.67
1 year	1	6.67
Below 1 year	12	80
Total	15	100

Majority of the respondents are on staff or support personnel positions. It can be concluded that they are still on their starting point of developing their career.

There is an average rate income since majority fall under 10,000-20,000 Monthly salary.

Though 80% of the respondents are employed just in the year 2011, it is not an indication that they are having hard time on job hunting but this is because they are not yet satisfied with their field of work. This was according to random interviews. Likewise, most of the respondents are fresh graduates of 2011, therefore, it can be concluded that they had their works immediately after graduation.

Due to the fact that we are living in a globally competitive world, there is high competition in terms of job hunting. This is the primary reason why not all of the respondents are employed in the media industry according to random interviews.

Useful Skills in Job

Table 3 shows that 7 or 30.43% of the respondents who are employed in Media Related Profession found communication skills very useful in their jobs, 5 or 21.74% in Human Relation skills, 4 or 17.39% in Information Technology Skills, and 6 or 26.09% in critical thinking skills. On the other hand, only 1 or 4.35% found other skills useful such as writing, reading, listening, problem solving and non-verbal skills.

Table 3
Useful Skills in Job

SKILLS	Frequency	Percentage (%)
Communication Skills	7	30.43
Human Relation Skills	5	21.74
Information Technology Skills	4	17.39

Critical Thinking Skills	6	26.09
Writing, Reading, Listening, Problem Solving, and Non-Verbal skills	1	4.35
Total	23	100

Legend:

*Some of the respondents answered more than one skill option.

Based on the results, the respondents found communication skills as the most useful skills in the job. Next is critical thinking, human relation skills and last is the information technological skill. It implies that even though we are in the age of technological industrialization, direct communication through the use of communication skills, critical thinking and human relations is more useful.

Proposals for Mass Communication Curriculum Improvement

Table 4 is tackled on the suggestions for further improvements of Mass Communication curriculum. Four (4) or 21.05% of the respondents are in favor in Offering more subjects related to Oral Performances, and 6 or 31.58% are suggesting more subjects related to developing the writing skill. Another 6 31.58% for offering more subjects related to dealing with people, 3 for offering more subjects related to computer, and 1 suggested critical reading, seminar and workshops.

Table 4
Proposals for Mass Communication Curriculum Improvement

	Frequency	Percentage (%)
Offer more subjects related to oral performances	4	20
Offer more subjects related to developing the writing prowess	6	30

Offer more subjects related to dealing with people	6	30
Offer more subjects related to Computer	3	15
Others: -Encourage students to read and critique -Develop the habit of reading/watching -Use the internet -Conduct seminars and workshops	1	5
Total	20	100

Legend:

*Some of the respondents answered more than one option.

Since majority of the respondents suggested offering more subjects related to development of writing prowess, subjects related to dealing with people, and subjects related to oral performances, this implies that communication skill is still the top most skill which should be taken into consideration for further enrichment of the curriculum.

The researcher can consider that the competencies that the respondents had acquired in their formal education are effectively utilized in their jobs. This can be proven because most of the respondents are employed in the field of communication and among the four useful skills in a job, they find communication skills as the most useful.

CONCLUSION AND RECOMMENDATION

Based on the findings of the research work, the following conclusions were drawn: Among the 16 respondents, majority are female with a total number of thirteen (13); Their ages range from 21-28 years and most of them are 22 years old who belong to batch 2010-2011. This is the year with the largest number of graduates since Mass Communication course was offered in the University in 2003; When it comes to their civil status, majority of them are single. In terms of their residence, most of them dwell in Pangasinan.

Among the three consecutive batches, only one graduated Cum Laude during the A.Y. 2010-2011. Five of the respondents have eligibilities in the Kapisanan ng mga Broadcasters ng Pilipinas and Professional Career Civil Service. Considering their work performance, most are employed in the Social Media, Call Center and Sales Marketing and most of them are Staff/ Support Personnel. With regards to their salary, majority are earning P10,000 to P 20,000.

And lastly, their length of employment is below 1 year since majority of the respondents belong to batch 2010-2011.

Due to the fact that we are living in a globally competitive world, there is a high competition in terms of job hunting. Based on our random interview with the respondents, this is the primary reason why not all of the respondents are employed in the Media Industry. The researcher can consider that the competencies that the respondents had acquired are effectively utilized in their jobs. This can be proven because all of the respondents have jobs. Hence, among the four useful skills required in the job, they find Communication skills as the most useful; Findings show that though a large percentage of the respondents are underemployed, it can be seen that there is an increase of 17.55% on the employability rate of Mass Comm. graduates from the academic years 2009 to 2011 compared to the study of Manzano on the “Status of Mass Communication in the

University of Pangasinan from the academic years 2002 to 2007.

Based on the conclusions mentioned, the following recommendations were drawn: The researcher urged the respondents and the Mass Communication students to give value in taking exams for eligibility like the Kapisanan ng mga Broadkasters ng Pilipinas and Career Civil Service because this can contribute to their employability and in their promotion later on. Subjects related to developing the writing prowess like Business Correspondence and subjects related to dealing with other people like Public Relations are suggested to be offered to further improve the course curriculum as what the respondents find beneficial. In addition, students should be encouraged to develop the habit of reading or watching news daily and they should have access to the internet to be more updated and well-informed. Sufficient knowledge on Information Technology is vital especially that we are living in a highly modernized and competitive world and one of the qualifications in most of the jobs is being Computer Literate. So, subjects that are related to Information Dissemination through Technology should be offered. Since findings show that there is an increase of 17.55% on the employability rate of Mass Comm. graduates from the academic years 2009 to 2011 compared from the academic years 2002 to 2007. Still, there is a need to improve the course curriculum because most of the respondents are underemployed.

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