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Dr. Pardeep Singh Dehal
Assistant Professor,
Deptt. of Education, ICDEOL
Himachal Pradesh University
Shimla-5, Machuabazar,
Kolkata, West Bengal, India.

Relationship between mass media and journalism career preference and verbal intelligence among senior secondary school students

Dr. Pardeep Singh Dehal

Abstract

An individual selects a vocation for himself. Choosing a vocation is an inevitable event of modern social life. The present study aimed at studying the relationship of career preferences and verbal intelligence of senior secondary school students. To serve this purpose, a sample of 304 class XII students was drawn from five senior secondary schools situated in District Sirmour of Himachal Pradesh. General Mental Ability Test by Jalota and Career Preference Record by Bhargava and Bhargava were administered to total sample of 304 students.

Keywords: Mass media, journalism, senior secondary students, career preferences, verbal intelligence

Introduction

Education is an all-round growth of Personality including Physical, Intellectual, social and moral development. It is considered to bring out the best in child. Under educational system which is currently in vogue in our country the emphasis is solely on the imparting of knowledge concerning academic subjects and no attention is usually paid to the development of child's career according to his intelligence. The choice of occupation is a crucial decision of life, for one's occupation is the water shed down which the rest of one's life flows. Till recently a person usually took up the vocation of his ancestors. If father was a farmer the son had no choice but to go for farming. Young people today grow up in a working world of extra ordinary complexity. Some receive irrelevant information and others have none at all. As a result many choose jobs with which they are dissatisfied, and cause themselves frustration and their employees expense. To minimize both frustration and expense, career guidance is required. Secondary schools are in an ideal position to give career guidance.

Hence it is essential for the students to plan their career with the assistance of counsellor and of well-considered steps in his progression towards entry into a specific job or profession.

Career preference refers to the extent to which a person sees involvement in a career as central to his or her adult life role. Super defined as career committed, those person who were motivated to pursue over a long span of time, their own development in one occupation or in a series of occupations as their interests and opportunities changed. Career commitment involves a future orientation a concern with a long range planning.

Verbal Intelligence

It refers to skill such as reading, writing and understanding what people say. It involves sensitivity to spoken and written language, the ability to learn languages and the capacity to use language to accomplish certain goals.

This intelligence includes the ability to impactively use language to express oneself rhetorically or poetically and language as a means to remember information. Writers, poets, lawyers and speakers are among those that Howard Gardner sees as having high linguistic intelligence.

Objectives of The Study: To compare five groups of senior secondary school students exhibiting different levels of fondness for Mass Media and Journalism career with respect to their mean verbal intelligence.

Correspondence
Dr. Pardeep Singh Dehal
Assistant Professor,
Deptt. of Education, ICDEOL
Himachal Pradesh University
Shimla-5, Machuabazar,
Kolkata, West Bengal, India.

Hypothesis: Five groups of senior secondary school students exhibiting different levels of fondness for Mass Media and Journalism career will differ significantly with respect to their mean verbal intelligence.

Delimitations: The study was delimited in the following aspect:

The sample was confined to the students studying in senior secondary schools situated in district Sirmour of Himachal Pradesh.

Sampling: In the present study, a sample of 304 students was drawn from five Government Senior Secondary Schools situated in rural and urban areas of Sirmour District of Himachal Pradesh. It is worth mentioning that all these schools followed the curriculum prescribe by the Himachal Pradesh Board of School Education. Due to paucity of time and limited scope of the study, the schools were selected on the basis of convenience. However, it was observed that the selected schools are spread over a wider area.

Table: The distribution of the sample

S. No.	Name of the school	Locality	Boys	Girls	Total
1	GSSS (GIRLS), NAHAN	URBAN	-	61	61
2	GSSS (BOYS), NAHAN	URBAN	61	-	61
3	GSSS, MOGINAND	RURAL	30	31	61
4	GSSS, SANTO DIDAG	RURAL	30	31	61
5	GSSS, BOGDHAR	RURAL	30	30	60
Total			151	153	304

Tools to Be Used: To collect the requisite data for the present study the investigator used General Mental Ability Test by Jalota and Career Preference Record by Bhargava and Bhargava.

Statistics to Be Applied: The techniques of frequency distribution and Analysis of Variance were used to analyse the data in the present study.

Analysis and Interpretation: General Mental Ability Test by Jalota and Career Preference Record by Bhargava and Bhargava were administered to total sample of 304 students. Both the tools were scored as per the respective manuals and scores thus obtained were tabulated for further analysis. The analysis and interpretation of the data were carried out in the manner detailed below:

The students were placed under different career preference categories as per the criteria given in the manual of the test. The details of this categorization are given below:

- The students who scored 18-20 for a particular career were placed under the category "High Career Preference".
- The students who scored 14-17 for a particular career were placed under the category "Above Average Career Preference".
- The students who scored 7-13 for a particular career were placed under the category "Average Career Preference".
- The students who scored 4-6 for a particular career were placed under the category "Below Average Career Preference".

- The students who scored 0-3 for a particular career were placed under the category "Low Career Preference".

The total sample of 304 students was divided into five sub-categories indicating their level of fondness for Mass Media and Journalism career. The results are given as under:

Group/ Sub-Categories	High	Above Average	Average	Below Average	Low
N	123	50	90	28	13

These five groups of students were compared with respect to their mean scores on verbal intelligence. Before applying the statistical technique of ANOVA, all the five groups were equated in terms of N. Since, the minimum number of students falling in sub-category 'Low' was 13, 10 students from each of the five categories were selected randomly. Thus the total sample for the purpose of studying relationship of Mass Media and Journalism career preference with verbal intelligence through ANOVA came out to be 50.

The means for the groups of students falling under abovementioned five sub-categories on the variable of Verbal Intelligence are given below:

Group	High	Above Average	Average	Below Average	Low
N	10	10	10	10	10
Mean	65.60	59.90	60.50	60.10	63.40

Table presents the results of Analysis of Variance for five groups of senior secondary school students exhibiting different levels of fondness for Mass Media and Journalism career in respect of their scores on Verbal Intelligence.

Table: Results of Analysis of Variance for five groups of senior secondary school students exhibiting different levels of fondness for Mass Media and Journalism career in respect of their scores on Verbal Intelligence

Source	df	Sum of Squares	Mean Squares	F-Value
Between Groups	4	251.4000	62.8500	0.44*
Within Groups	45	6469.1000	143.7578	
Total	49	6720.5000		

* Not Significant at 0.05 level of confidence

It is revealed from Table that F-value came out to be 0.44 which is not significant at 0.05 level of confidence. This indicates that five groups of senior secondary school students exhibiting different levels of fondness for Mass Media and Journalism career do not differ significantly with respect to their mean scores on Verbal Intelligence. Hence, the hypothesis that "Five groups of senior secondary school students exhibiting different levels of fondness for Mass Media and Journalism career will differ significantly with respect to their mean verbal intelligence" was rejected. Hence, it may be said that senior secondary school students possess more or less similar level of verbal intelligence irrespective of their level of fondness for Mass Media and Journalism career.

Conclusion of The Study: The present study deals with the relationship of career preference and verbal intelligence among senior secondary school students. The findings of the present study indicates that senior secondary school students possess more or less similar level of verbal intelligence

irrespective of their level of fondness for Mass Media and Journalism career.

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