



Research article

Exploring Career Choice of Communication, Media, and Journalism Department Students in Bangladesh: A Public University Perspective

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ABSTRACT

This study looks at the career aspirations, preferences, and challenges encountered by students in the Communication, Media, and Journalism departments at public universities in Bangladesh. Data were collected from 220 respondents through a structured questionnaire administered via an online survey, focusing on the factors that influence career choices, motivations, and students' views on journalism as a profession. The findings indicate that a notable percentage of students have ambitions to enter civil services or seek positions in international organizations, while favored journalism specializations encompass crime, foreign, and sports reporting. Primary factors influencing career decisions among participants encompass a wish to contribute to society, attain social recognition, and ensure job security along with financial benefits. Nonetheless, obstacles within the journalism sector, including inadequate compensation, restricted benefits, and precarious work conditions, discourage numerous students from pursuing journalism as their main career path. Students voiced concerns regarding the outdated curricula that fail to equip them for contemporary media positions. The investigation highlights the necessity for enhanced working environments, curriculum reforms focused on career development, and governmental backing to promote careers in media. This study provides important insights into the career paths and industry expectations of Communication, Media, and Journalism students in Bangladesh, emphasizing opportunities for policy and academic improvement.

Introduction

A career refers to the variety of paid and unpaid employment roles that people hold during their lifetimes. Furthermore, it provides a conceptual framework for individuals to understand the most rewarding job opportunities and how these jobs correspond with their overall life obligations (CDI, 2022). The discipline of journalism plays an important role in all cultures. The profession of studying and reporting includes investigating and documenting significant human-interest events in real time via mass media. Journalists can be seen as a reflection of society because they cover and discuss a wide range of political issues (Alao & Atakiti, 2015). Career selection is one of the most important decisions for graduating students nearing the end of their studies. Choosing a career represents a path and sequence of action, which is fundamentally a career decision-making process. Currently, graduate students want occupations that provide challenges, self-actualization, personal identity, social prestige, and financial rewards. It has a variety of repercussions on the lives of graduating students.

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Graduating students should have a strong desire to achieve their employment goals in order to make the best professional choice. Several study groups like Islam, Rahman, & Nibir, (2021) and Suhi et al., (2021) have found that a variety of factors influence students' job decisions. Certain elements emerge early in life, particularly in parental and educational environments, whilst others emerge through social interactions with peers and society. Other characteristics like gender, religion, academic track and preference of family patterns emerge as people pursue higher education and seek career-related information (Ashong & Batta, 2011).

Communication, Media, and Journalism studies in Bangladesh began in the early 1960s. During that time, the University of Dhaka was the sole supplier of journalism courses, having begun operations in 1962. The college is unique in that it was the first to provide a postgraduate diploma program in journalism. According to Genilo et al. (2019), the curriculum was upgraded to the graduate level in 1967, with an undergraduate program launched in 1977. In 1993, only three Bangladeshi universities offered

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undergraduate and graduate programs in journalism, mass communication, and media studies. By the end of the calendar year 2019, the figure had increased to 27. According to Ullah (2016), Bangladesh's journalism and mass communication institutions admit roughly 1200 students every year. Reporting, photography, copywriting, advertising, public relations, media production, and research are all examples of specialist fields within journalism and mass communication. These areas of specialization are essential parts of academic discipline. After completing their academic education, students are expected to begin their professional careers in one of the authorized fields. Although journalism remains a popular degree choice among young people, understanding students' goals and motivations still needs to be improved. Simultaneously, journalistic careers appear increasingly vulnerable as the industry adapts to digitalization and convergence. Students express an ambitious career in prestigious media outlets while remaining realistic about their current employment chances. Journalism education has a considerable impact on students' socialization toward vocations other than journalism (Jackson et al., 2020). Communication, media, and journalism students navigate a professional landscape that is becoming more fragile, dynamic, and uncertain. As the number of graduates outnumbers the number of journalism opportunities available in some countries, many students will eventually abandon a career in journalism after graduation. An important question is how communication, media, and journalism students envision their future employment opportunities, what motivates them to pursue journalism, and what insights their comments may bring about the future of the news industry.

This study aims to explore the career opportunities available to students majoring in Communication, Media, and Journalism at public universities in Bangladesh. It seeks to understand students' specific professional aspirations, preferred career paths, and areas of interest within the field. Additionally, the study will highlight recent developments in Bangladesh's major employment sectors, offering insights into evolving opportunities and trends.

Review of Literature

In Bangladesh, journalism students can pursue diverse mass media careers, including journalism, public relations, advertising, film production, publishing, NGO work, media consulting, and communication roles (Genilo et al., 2019). Communication, media and Journalism programs are structured to provide students with technical and intellectual skills for challenging professional environments (Ullah, 2010). Within the media sector, journalism offers numerous career paths focused on informing audiences about societal issues, with the core objective of effective information dissemination (Ekeli & Enobakhare, 2013).

Recent studies looked at career choices and satisfaction levels among university students in Bangladesh, with a focus on the fields of journalism and communication. Students engage in the practice of Citizen journalism while studying at university (Khan, Mehjabin, & Rashid, 2022).

Career decisions are influenced by various factors, including personality, gender, religion, academic track, and parental occupation (Islam et al., 2021; Suhi et al., 2021). Female and Muslim students exhibit a preference for public-sector employment, whereas commerce students tend to favour opportunities in the private sector (Suhi et al., 2021). Although there is some dissatisfaction, the majority of journalism students express general satisfaction with their education. Notably, students from public universities report greater satisfaction with teaching methods than those from private universities (Begum & Hasan, 2020). With the growing prevalence of artificial intelligence (AI) in journalism worldwide, research on Bangladeshi journalism students indicates a necessity for readiness to adjust to this technological transition in the near future (Goni & Tabassum, 2020). Some studies have explored factors influencing career choices among undergraduate and graduate students. Career management competencies and perceived employability significantly impact career choice status, with older and more advanced students showing greater decision-making clarity (Jackson & Wilton, 2017). Key factors influencing career decisions include career clarity, exploration, rewards, and growth initiatives (Thomas et al., 2023). Extrinsic and interpersonal factors play a crucial role in shaping career choices, particularly for business and administration students (Marinaş et al., 2016). In the agricultural sector, many students face uncertainties in employment decisions, with graduate students more likely to pursue further education (Ganiev et al., 2018). Universities can support students by collaborating with industry partners, providing career counselling interventions, and improving rural infrastructure and economic incentives to attract graduates to underserved areas (Ganiev et al., 2018; Thomas et al., 2023). These findings emphasize the importance of early career decision-making and university support in preparing students for competitive job markets.

Thomas et al. (2023) found that context-specific elements, including career clarity, exploration, rewards, recognition, and personal development initiatives, influence career decision-making. McCain (2023) observed a strong correlation between career decision-making self-efficacy and the tendency to compromise, noting that demographic factors and career interventions can significantly affect these areas. A recent study of Austrian journalism students revealed that motivations aligned with aspirations; those driven by political or social agency or a passion for journalism were more likely to pursue careers in the field compared to those focused on pragmatic goals. Jackson et al. (2019) highlighted that journalism skills are transferable across various sectors.

Mumin's (2020) study explored Bangladeshi journalism students' career choices, revealing that 64.41% had clear career paths in mind. Among them, 11.87% favoured public relations, 3.39% advertising, and 6.78% NGO work, while others leaned towards banking, business, and administrative roles. In contrast, Oberiri (2016) found that 75% of Nigerian students aspired to practice journalism, while 15% needed more interest, and 10% remained undecided. Alao and Atakiti's (2015) highlighted factors like knowledge breadth (52%), lifestyle appeal (20%), and travel opportunities (23%) as

motivators, while 45% found journalism risky, 15% cited poor pay, and 8% noted low entry requirements.

Job satisfaction is a crucial factor for everyone (Zaman, Rashid, & Kabir, 2022). Begum and Hasan (2020) found significant satisfaction disparities among Bangladeshi communication media and journalism students, with distant, newly founded universities lagging behind major ones. While 90.67% of students are content with their studies, only 61% in public and less than half in private universities feel satisfied with their education.

Hanusch and Mellado (2014) analyzed one possible influence within a nation. By examining the various influences on journalism students' role perceptions in eight countries, this essay suggests a comparative approach. Gender tends to have no impact on students' professional outlooks, but aims and program length may.

Due to gaps in understanding the careers and aims of students in Communication, Media, and Journalism, considered a bright sector with excellent employment prospects, assessing these students' career options is critical. Thus, this research is both relevant and worthwhile.

Four research questions guided this study.

RQ1: What are the most preferred career paths among students in the Communication, Media, and Journalism departments at public universities in Bangladesh?

RQ2: What factors motivate these students to pursue specific career choices within the media and communication fields?

RQ3: What are the primary challenges faced by students when considering a career in journalism or media-related professions?

RQ4: How do students perceive the current state of the journalism profession in terms of job stability, remuneration, and career prospects in Bangladesh?

Theoretical Underpinning

This study draws upon Social Cognitive Career Theory (SCCT) and Donald Super's career development theory to examine the career aspirations of students in the Media, Communication, and Journalism departments at public universities in Bangladesh. SCCT provides a robust framework for understanding the role of self-efficacy, outcome expectations, and personal goals in shaping career decisions. According to this theory, individuals are likely to pursue careers in which they feel competent and anticipate favourable outcomes.

Social Cognitive Career Theory (SCCT)

Social Cognitive Career Theory (SCCT) is a comprehensive model of career development that emphasizes the interplay between individual, cognitive, and contextual factors in shaping career-related interests, choices, and behaviours (Zola et al., 2022; Sheu & Phrasavath, 2018). SCCT comprises multiple interconnected models addressing various aspects of career development, including interest formation, choice-making, performance, and satisfaction (Sheu & Phrasavath, 2018; Lent & Brown, 2013). The theory highlights the importance of learning experiences, self-efficacy, and outcome expectations in career development processes (Zola et al., 2022). SCCT has gained significant

attention due to its robust theoretical foundation and empirical support, as well as its cross-cultural validity and practical applications (Sheu & Phrasavath, 2018). Recent expansions of SCCT include a focus on career self-management, addressing how individuals navigate career-related challenges across the lifespan (Lent & Brown, 2013). The theory has also been applied to specific populations, such as women leaving abusive relationships, demonstrating its versatility in addressing diverse career counselling needs (Morris et al., 2009).

Career Development Theory

Donald Super's career development theory, formulated in the 1950s, emphasizes vocational development as a lifelong process influenced by various factors (Jordaan, 1977; Kalchik & Oertle, 2010). Donald Super's Career Development Theory serves as the theoretical foundation for this research on the career aspirations of students in the Media, Communication, and Journalism departments at public universities in Bangladesh. Super's theory emphasizes the developmental aspect of career choice, proposing that individuals pass through different life stages, each influencing their career development. His theory integrates self-concept, life roles, and vocational maturity, making it highly relevant to understanding students' evolving career aspirations. The theory has been widely researched, particularly focusing on vocational maturity, which increases with age and is multidimensional (Jordaan, 1977). Super's work spans theory, research, and application, incorporating interdisciplinary insights and multiple perspectives (Nevill, 1997). However, the theory has been criticized for insufficient consideration of race and ethnicity in career development (Fouad & Arbona, 1994). Research has shown that career maturity measures may not be equally valid across different cultural groups, with studies finding discrepancies in career maturity scores and their relationship to career-related behaviours among diverse populations (Fouad & Arbona, 1994). Despite these limitations, Super's theory is noted for its flexibility and potential to incorporate cultural variables, making it adaptable for diverse populations (Fouad & Arbona, 1994).

In this research, Super's theory helps explain the process by which students in the Media, Communication, and Journalism departments choose their career paths. Their career choices are influenced by their self-concept, which evolves as they progress through their education and gain exposure to different fields. Super's emphasis on vocational maturity and how individuals adapt their career preferences based on experiences, social influences, and personal values aligns with the findings that students prioritize factors such as passion, social status, job security, and financial rewards.

Overall, applying these two theories is particularly understanding how students' aspirations shift over time and how external factors like societal expectations and the challenges of the journalism profession in Bangladesh shape their career choices. This theory provides a lens through which the career development of these students can be analyzed, particularly in terms of how they navigate opportunities and obstacles within the media and communication sectors.

Methodology

Unit of the Study

The unit of this study is those students who are enrolled in undergraduate and master's programs within the Communication, Media, and Journalism departments at public universities in Bangladesh.

Study Desing

This study employed a quantitative approach using a structured survey method. Based on existing literature and identified knowledge gaps, a comprehensive questionnaire was developed to survey students in the Communication, Media, and Journalism departments of public universities in Bangladesh. The questionnaire consisted of 42 questions organized into five sections: the first section focused on respondents' demographic information, the second explored reasons for choosing specific job sectors, the third examined job experience, preferences, motivations, and expectations, the fourth covered preferred news beats and the current state of journalism, and the fifth addressed respondents' expectations, career positions, and suggestions.

Data Collection and Sampling Techniques

Currently, 22 public and private universities in Bangladesh offer undergraduate and graduate degrees in

Communication, Media, and Journalism (Azad, 2024). For this study, we used a random selection method to choose 12 public universities with Communication, Media, and Journalism departments, including Bangladesh University of Professionals, Barisal University, Begum Rokeya University, Chittagong University, Comilla University, Dhaka University, Jahangirnagar University, Jagannath University, Khulna University, and Rajshahi University. The questionnaire was converted into a Google Form for an online survey and distributed to 300 students through email and social media. This survey was conducted from March 01 to March 30, 2022. We received 285 responses, of which 220 completed responses were selected for analysis after excluding incomplete and expired submissions. With a 0.067 margin of error, a 95% confidence level, and a 4% standard error, the required sample size was $n=220$.

Data processing and Data analysis

After collecting all responses, the data was stored in Google Forms, downloaded as a CSV file, and organized in Microsoft Excel, where irrelevant data was removed. The refined dataset was then imported into SPSS version 25.0 for further analysis. In SPSS, we performed frequency and percentage analyses, generating tables to summarize the results, which were subsequently discussed in detail.

Sample Characteristics

Table 1: Demographic Information of the Respondents

Category	Variables	N (%)
Sex of the respondents	Male	146 (66.0%)
	Female	74 (34.0%)
Age of the respondents	< 20 years	9(4.09%)
	20 - 22 years	112(50.90%)
	23 - 25 years	90(40.90%)
	> 25 years	9(4.09%)
Year of Study	1 st year	44 (20.0%)
	2 nd year	44(20.0%)
	3 rd year	34(15.5%)
	4 th year	51(23.2%)
	Masters	47(21.4%)
University Name	Bangladesh University of Professionals	15(7%)
	Barisal University	22(10%)
	Begum Rokeya University	26(12%)
	Chittagong University	19(8%)
	Comilla University	26(12%)
	Dhaka University	18(8%)
	Jahangirnagar University	17(8%)
	Jagannath University	20(9%)
	Khulna University	35(16%)
	Rajshahi University	22 (10 %)
Living area	Rural area	126 (57%)
	Urban area	94 (43%)
Desire to be Admitted to this Department	Willingly	126(57.3%)
	Unwillingly	94(42.7%)

The demographic profile of the respondents is shown in Table 1. Of the respondents, two-thirds are male (66%), and one-third are female (34%). The majority of the respondents are between the ages of 20 and 25, with 50.9% being between the ages of 20 and 22 and 40.9% being between the ages of 23 and 25. Regarding academic standing, 23.2% are in their fourth year, 21.4% are pursuing master's degrees, and 20% are first- or second-year students. Khulna University has the highest representation (16%), followed by Begum Rokeya and Comilla (12%). Geographically, the majority of respondents are from rural areas (49%), and the majority of respondents are from urban regions (28%). Most respondents (57%) chose to study Communication, Media, and Journalism voluntarily, while 42% enrolled reluctantly because they had few options.

Results

Table 2 describes the reasons why respondents choose a career. A sizable proportion pursued it to become communication professionals or journalists, while others entered the sector with no specific inclination. The majority were self-motivated, however some were encouraged by family or teachers. Social media was the most popular job search medium, followed by newspapers, websites, and online portals. The majority of respondents chose electronic media, with some choosing print or a combination of formats. The majority were interested in reporting, news presentation, or media research, with fewer in photography or journalism ethics. The media profession in Bangladesh is often regarded as challenging, with the majority of respondents rating it as tough or demanding.

Table 3 shows that the majority of respondents desire to work in the media industry without a set timeframe,

while a smaller number seek shorter career durations. Reporting is the most prevalent area of experience, yet a sizable proportion has yet to gain prior experience. Career inclinations are significantly weighted toward civil service, with fewer respondents preferring journalism, communication, or other industries. Self-passion is the primary motivator for career choices, followed by a desire to help humanity, social prestige, and employment stability. Many respondents believe their work contributes to national growth, whereas others value social standing, freedom of thought, and personal security.

Table 4 shows that the majority of respondents want to work in crime journalism, but others are interested in foreign, sports, and entertainment media. A sizable proportion of participants see journalism as a difficult profession, while others express concerns about job stability, poor income, and commercialization. In terms of wage expectations, the majority of respondents expect to start between 20,000 and 40,000 BDT, with a tiny percentage expecting greater or lower earnings.

Table 5 indicates that respondents have a wide range of career aspirations. A significant number of them prefer part-time work or freelancing, while others are interested in pursuing creative endeavours such as YouTube or pursuing their studies. The majority of individuals prioritize securing a decent job as a result of their proactive nature and ability to meet deadlines, while others emphasize technical skills, communication abilities, and political aspirations as significant motivators. Respondents underscore the necessity of expanding fieldwork opportunities, updating curricula, and emphasizing technical and interpersonal skills in educational enhancements. Additionally, some emphasize the significance of ensuring that the curriculum is by industry requirements and international standards.

Table 2: Respondent's reasons for choosing Communication, Media, and Journalism in the job sector

Category	Variables	N (%)
Reasons for dept. choosing	Communication expertise	40 (18%)
	Desire to become a	30 (14%)
	Easy job opportunities	22 (10%)
	Aspiration to be a writer	3 (1%)
	No preferable choice just got admitted	125 (51%)
Inspiration for choosing a career	Self-inspired	150 (68%)
	Family members	48(22%)
	Teachers	9 (4%)
	Relatives	9 (4%)
	Friends	2(1%)
	Advisers	2(1%)
Medium for job search	Social media	60 (27.2%)
	Job-related newspaper	31 (14.09%)
	Job-related websites	31 (14.09%)
	Online news portals	23 (10.4%)
	Traditional Newspapers	21 (9.5%)
	Job apps	15 (6.8%)
	Family and friends	8 (3.6%)
	Other medium	31 (14%)
Preferred media for journalism	Electronic media	77(35%)
	Print media	37 (17%)
	Both print and electronic media	37 (17%)

	Online media	20 (9%)
	All Three: Print, Electronic, Online	49 (22%)
Beat and Position of Journalism	Reporting section	71 (32.3%)
	News presenter	45 (20.5%)
	Media research	43 (19.5%)
	Media training	17 (7.7%)
	Graphics and video production	29 (13%)
	Other positions	15 (6.8%)
Perception of the Media Profession	Very challenging	184 (83%)
	Challenging but Enjoyable	36 (7%)

Table 3: Respondents Work Duration, Experience, Job Preferences, Motivations, and Expectations

Category	Variables	N (%)
Wishes of respondents working in the media industry	<2 years	31 (14%)
	<5 years	28 (13%)
	5 - 10 years	7 (3%)
	>10 years	6 (2.7%)
	Indefinite period	147 (67%)
Practical experience in media	Reporting section	52 (23%)
	Feature writing	22 (10%)
	Video editing	17 (8%)
	Presenting	17 (8%)
	Sub-editing	17 (8%)
	Social media	12 (5%)
	Column writing	2 (1%)
Preferred job	No experience	81 (37%)
	Bangladesh Civil Service (BCS) and other govt. job	73(33.2%)
	Media sector	34(15.5%)
	Public relations officer (PRO)	26(11.8%)
	Overseas employee	19(8.6%)
	Banking sector	13(5.9%)
	Self-Entrepreneur	13(5.9%)
Corporate and multinational organization	42(19%)	
Motivation for job	Self-passion	85(38.6%)
	To serve family	39(17.7%)
	Social status	27(12.3%)
	Job security	18(8.2%)
	Other reasons	51(23.1%)

Table 4: Preferred News Beats and Insights into the Current State of Journalism

Category	Variables	N (%)
Preferred news beat	Crime	59(26.8%)
	International	36(16.4%)
	Sports	35(15.9%)
	Entertainment	17(7.7%)
	Health and environment	16(7.3%)
	Political	15(6.8%)
	Education	13(5.9%)
	Other beats	29 (13.1%)
Perception of Journalism Recent trend	Challenging profession	136(61.8%)
	Less job security	29(13.2%)
	Low and irregular salary	18(8.2%)
	Honourable profession	17(7.7%)
	Views as business/trade	15(6.8%)
	Financially rewarding	5(2.3%)
	< 20,000.00	23 (10.5%)

Starting salary (BDT)	20,000.00 - 30,000.00	81(36.8%)
	30,000.00 - 40,000.00	64(29.1%)
	> 40,000.00	52(23.6%)

Table 5: Respondent's expectation, position, and suggestion

Category	Variables	N (%)
Expectations beyond their scholarly pursuits	I desire part-time work	75(34.1%)
	I want to freelance write	43(19.5%)
	I want to study academically.	18(8.2%)
	Want to produce a YouTube video	13(5.9%)
	I wish to combat cyberbullying	8(3.6%)
	Other pursuits	63(28.6%)
The cause of the excellent job position	I can finish everything on schedule	151(68.6%)
	Technology and strategy are my strengths	40(18.2%)
	My communication skills are good	24(10.9%)
	My political power is social	5(2.3%)
Suggestions on the university's curriculum	Focus on fieldwork	52(23.6%)
	Develop current curriculum	48(21.8%)
	Management of technical and soft skills	41(18.7%)
	Focus on training management	24(10.9%)
	For worldwide curriculum consistency	21(9.6%)
	Include job-related courses	18(8.4%)
To meet media house hiring requirements	16(7%)	

Discussion

This study focused on exploring the career interests of students in Communication, Media, and Journalism at public universities in Bangladesh. The findings of this study indicate that three-fourths of the respondents have already made their career decisions. One-third of the respondents expressed a preference for employment in the Bangladesh Civil Service (BCS), 15.5% expressed an interest in media-related positions, and 11.8% expressed a preference for communication-oriented work. The remaining respondents mentioned a variety of other occupations, including foreign employment, banking, entrepreneurship, public relations, multinational companies, and NGO work. Similarly, Munim (2020) discovered that a substantial number of respondents (64.41%) had already made career decisions. Among these, 11.87% were interested in public relations, 3.39% in advertising, and 6.78% in NGO work, as well as other career paths such as banking and administrative positions.

However, today, social media plays a significant role for students in Bangladesh when it comes to selecting a job (Hossain, et al., 2024). The job demand in media industries issue results suggest that 46% of respondents are aware of the job demand in the media industry, while one-fifth are unaware and over one-third are undecided. In contrast, Alao and Atakiti (2015) reported that 89% of their respondents were aware of the job demand in media industries. Munim (2020) demonstrated that 27.9% of participants selected their professions on the basis of personal passion. Nevertheless, this investigation reveals that more than two-thirds (68%) of respondents made career decisions based on personal passion, 17.7% on a desire to serve humanity, 12.3% on social status, and approximately 8% on job security.

On the issue of preferable job files in journalism, the study provides interesting findings that 35% of respondents aspire to work in broadcast journalism, while 17% prefer print media. In a similar vein, Richmond (2017) discovered that 17% of respondents expressed interest in pursuing a career in broadcast journalism, while 14.5% expressed interest in newspaper journalism. According to Oberiri (2016), 5% of respondents desired to work in column writing, three-fifths in advertising, and one-fifth in newscasting. In this investigation, approximately 26.8% of respondents indicated an interest in criminal reporting, 16% in sports reporting, and 6.8% in political reporting. Munim (2020) also identified comparable patterns which corroborate the findings of this study, which indicate that 68% of respondents are self-motivated in their career choices, while their family influenced 22%.

According to the current study, journalism is perceived as a difficult profession by more than 61.8% of the participants. Additionally, 13.2% of the participants report low job security, 8.2% report low salaries, and 7.7% consider it an honorable profession. Alao and Atakiti (2015) discovered that nearly half of their participants perceived journalism as a hazardous profession, with 15% citing inadequate compensation and 8% citing a lack of job security.

In this study, the media profession is perceived as having low job security by more than one-fourth of respondents (27.3%), while 20.9% mention irregular and low salaries, 16.4% highlight poor working conditions, 15.5% emphasize restrictions on freedom of speech, and 12.7% perceive it as a risk to personal and family safety. Students use traditional media like newspapers and social media to get job updates. (Rashid, Hossain, & Kabir, 2022). The results of this study indicate that the majority

of respondents (23.6%) believe that the curriculum should prioritize fieldwork activities, 22% recommend that the curriculum be updated, and 8% believe that it should incorporate job-related courses. Munim (2020) discovered that more than one-fifth of respondents were satisfied with the extent to which their university curriculum adequately prepared them for the job market.

Conclusion

This research aimed to identify career interests among Communication, Media, and Journalism students at Bangladeshi public universities. Findings reveal that most students aspire to join civil services, with crime, foreign, and sports beats being popular journalism specializations. Students are drawn to journalism for its potential to make a societal impact, though barriers like job instability, low pay, a challenging work environment, and an outdated curriculum deter many. The study recommends that the government encourage students to pursue media careers. Instructors should emphasize fieldwork and career planning while maintaining a curriculum aligned with international standards to better prepare students for the field.

Author's contribution

Mamunor Rashid: Writing, reviewing, editing, citations, and referencing, Formal analysis, writing draft,
Samrat Sheikh: Conceptualization, formal analysis, writing original draft, data collecting.

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Ethical consideration

To ensure data accuracy and confidentiality, this study used primary datasets, respondents were not financially rewarded, and anonymity was attested. It was also noted that respondents could only be accepted from the survey with reason. Respondents consent to the publication of this study's interpreted results, even though their identifying information will be removed.

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Conflict of Interest

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