Caracterización del imaginario laboral de estudiantes de nuevo ingreso de la carrera de ciencias de la comunicación

Characterization of the imaginary labour of freshman students of Bachelor's degree of Communication Sciences

Caracterização das ciências da comunicação de carreira calouros de trabalho imaginário

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Resumen

Esta investigación categoriza el imaginario laboral de estudiantes de nuevo ingreso de la licenciatura en ciencias de la comunicación, así como las causas por las que desconocen el ámbito laboral y los motivos que tuvieron para elegir la carrera.

Para ello se realizó un diseño de investigación descriptivo no probabilístico que en el cuestionario emplea rasgos cualitativos para una mayor comprensión de la construcción del imaginario laboral y su relación con la apropiación de los medios de comunicación. Los datos arrojados de orden cuantitativo y cualitativo fueron analizados utilizando los

programas computacionales SPSS y Atlas.ti. Los resultados obtenidos describen que el imaginario laboral de quienes participaron en el estudio son los medios de comunicación. Se encuentra como actividad preponderante su deseo de trabajar en la televisión y la radio, y otras funciones evocadas por su consumo de medios y no tanto por la orientación vocacional recibida desde el ámbito académico.

Palabras clave: imaginario laboral, comunicación, mercado laboral, elección de profesión, medios de comunicación.

Abstract

This research categorizes the imaginary labour of Freshman students of the Bachelor's degree in Communication Sciences, as well as the causes for that are unaware of the Workplace Environment and the reasons to choose their career.

It conducted a descriptive research design Non-probability sampling that in the questionnaire used features qualitative for a greater understanding of the construction of the imaginary labour and its relation to the appropriation of the media. The data thrown from quantitative and qualitative order were analyzed using those programs computer SPSS and Atlas.ti. The results obtained describe that in the imaginary labour of those who participated in the study, the media is located as dominating activity, his desire to work in television and radio, and other functions evoked by their media consumption and not so much by the vocational guidance received from academia.

Key words: imaginary labour, communication, labour market, career choice, media.

Resumo

Esta pesquisa categoriza a imaginação de trabalho dos novos alunos da licenciatura em ciências da comunicação, bem como as razões pelas quais eles não sabem o local de trabalho e as razões que tinham de escolher a raça.

Para este projeto de pesquisa descritiva não probabilística que o questionário utilizado características qualitativas para uma maior compreensão do trabalho de construção imaginária e sua relação com a propriedade dos meios de comunicação foi realizada. Os dados recolhidos quantitativa e qualitativa foram analisados utilizando programas de computador SPSS e Atlas.ti. Os resultados descrevem a imaginação de trabalho dos que participaram do estudo são os meios de comunicação. Como a atividade predominante é a

sua vontade de trabalhar em televisão e rádio, e outras funções evocadas por seu consumo de media e não tanto para orientação profissional recebido do campo acadêmico.

Palavras-chave: imaginação de trabalho, comunicação, mercado de trabalho, escolha da profissão, a mídia.

Introduction

Today, the Bachelor's degree of Communication Sciences is one of the one of degrees with greater demand by students from Mexico. In the State of Guerrero, the Bachelor's degree is offered with different names: communication sciences, communication and public relations, communication and marketing, all related to the study of the media. The Faculty of Communication and Marketing of the Autonomous University of Guerrero offers the Bachelor's degree in Communication Sciences.

In this institution is presented an increase in the enrollment of 4.8% during the cycle school 2013-2014. For the school cycle 2014-2015 declined to the 14.2% (Autonomous University of Guerrero, 2014) due to the reduction of the number of study placements available arranged by federal institutional policies.

During the last year of high school is offered vocational orientation to the students with regard to the plan of studies of the Bachelor's degree, its prospects in the labour market, activities conducted by a Communicator and the main objective of this profession.

In this sense, the Autonomous University of Guerrero in its website offers general information on the plans of study and the Egress Profiles of every of its academic offerings. By its part, the Faculty also advises on the plan of studies and the egress profile of the Bachelor's degree of Communication Sciences.

It is important to note that despite this information, there is another non-controlled information that impacts on the career choice. This information form part of a process of informal education coming from the media about the functions, work routine and lifestyle of the people who work in this area.

The training process is offered through the media can build different realities on the possible labor market who study the race, which has an important influence on people who decide to enter or not this race.

As a result it is important to know and categorize the labor imagination of students, men and women, new entrants to the degree, their motivation for selection, the causes of ignorance of it and their perception of the labor market. This information could be used well used to better guide the process of joining the race.

Theoretical foundation

Juan Luis Pintos[1] It states that from the cognitive perspective "the term" imaginary "is usually interpreted as belonging to the semantic field of fiction. Would imaginary figment "(2014, p. 3). Then he states: "could also be understood as linked to the invention or creativity. This connotation would link studies with their own imaginary ability of "creative" and forms of communication with society through images, poetry, inventions, etc. "individuals.

Imagination spoken of Pintos is reflected in the evocation that make those who study the race on the media, to which conceived not as construction companies from reality, but as business awareness, whose function is to provide news, information, advertising and entertainment. This influence of the media, some linked with reality, makes them appear more attractive career.

Such imagery is far from the actual dimensions of professional communicator. According Pintos (2014), the imaginary concept closer to phenomenology version that is interpreted as:

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[1] Investigador de la Universidad Santiago de Compostela, España e integrante del Grupo Compostela de Estudios sobre Imaginarios Sociales (CGEIS).

What people think, think, think, hold or linked to certain objectives. From a more academic way, this version would formulated in close to the phenomenological current terms, which preferably relate to the term imaginary or speaking subjects perceive reality in specific ways (p.3).

In this regard, Eduardo Colombo (in Benassini, 2002) defines social imaginary as:

What evokes in its ordinary sense the production of illusions, symbols, fantasies, evasions, always from the harsh reality of the facts. The imaginary world and defined by aesthetic or scientific tradition, is reserved to the domain of literature, poetry or the arts. In the imaginary object, then, reality (p.2).

Meanwhile, Pintos[2] social imaginary states that are "socially constructed those schemes that allow us to perceive, explain and intervene in what each social system is considered as reality" (2005, p.7).

By raising this concept in a plural sense and to mark the timing of the imaginary, we can ascertain that the labor imaginary presented today by students can be modified according to the progress of their learning units or grade level, ie, this study It allows to know now what the labor imagination of new students, but we do not know what will be presented at the conclusion that the degree, another subject under investigation.

Therefore, his conception of the workplace and what they hope to have a temporary, subject to the requirements of the political, economic and social environment into a "medium" specific (money, belief, power, etc.) specific to each system (Pintos, 2005).

Systems theory places communication as a complex operation of society and every system. Therefore, it is the ability of reflection, thought and prospecting of people, allowing autonomous use of reason. This is a key to understanding the role of those receiving element are -men and women of the media and the process of building the realities from this theoretical perspective (Pintos, 2005).

Thus, in the political or economic system social imaginary operating in the media, generating forms "naturalize" the construction of the various realities. The media have manufacturing techniques realities that predispose confidence and the emergence of the corresponding beliefs.

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[2] Autor de la teoría de los imaginarios sociales, quien afirma que este nuevo concepto está en construcción.

The Relevance / Opacity code is central to understanding the process of construction of reality. Retaking Pintos, to the phenomenological perspective its meaning varies between "presence" and "absence", while from the contributions of filmic perspective concepts "in the field" and "off the field" (p.29) are used.

Exist in terms of the reality constructed from the observer, means a degree of relevance, presence, depending on the system in question, for example, the average money into the economic system as a social imaginary highlight aspects quite different as "having / not having". The same is true in each system and according to the positions from which describes itself will be privileged certain relevances and different opacities presuppose.

Pintos to reflections inevitably ask: what are the relevance and opacity that define the labor imagination as differentiated system? In this investigation it is assumed that young people entering the career of studying communication sciences do by fame / anonymity code, as well as a differentiated trend of wealth / poverty.

The labor imagination of who enters the bachelor of science communication was built with receivers media, thus strengthening before they became candidates for the race. In its first year of studies it has not been modified said imaginary work under that students do not have sufficient information to enable them to modify it.

Methodological design

The research was conducted from a quantitative approach with qualitative elements. Such elements are considered from the problem statement and resumed in the structure of the data collection tool: the questionnaire. This focused quantitative and qualitative part three open questions, which in turn also were coded quantitatively formulated. The design achieves a more precise perspective phenomenon. Our perception of this is more comprehensive, complete and holistic (Hernández, Fernández and Baptista (2006).

Meanwhile, Todd and Lobeck (in Hernández et al., 2006) point out that if employed two methods, with strengths and weaknesses stock- you get the same results and increases our confidence that they are genuine and accurate representation of what happens with the phenomenon (p. 756). The research is descriptive, with no probabilistic sample.

General objective

Categorizing the labor imagination of new students of the degree in communication sciences

Particular objectives:

1) Identify the reasons why the students newly admitted the labor market unknown degree in communication sciences.
2) Know the reasons that led the students newly admitted to select the degree and its relationship with the labor imaginary.

Hypothesis

Entrants to study a degree in communication sciences do from a labor imaginary constructed by the media, especially TV and radio, rather than by having clear and relevant information of the graduate profile.

Participants

In this paper they participated 50 students from a total of 128 (the first year of studies), 25 women and 25 men, legally registered in the groups 201, 202, 203, 204 in the second half of the current curriculum since 2011 degree in communication sciences attached to the Autonomous University of Guerrero. Their average age is 20 years.

Instrument

The data collection instrument to measure the variables was written by semi-structured questionnaire, recital 12 open and closed questions. The data collected quantitative and qualitative were analyzed using SPSS computer programs and Atlas.ti, respectively. In the questionnaire questions related to the labor market of the degree raised, the professional activities of the communicator, where they imagine working, the reasons they had to choose the career and work camps with higher and lower labor and economic future, among other.

By the characteristics of the scheme research, qualitative approach allowed us to use the sample of volunteer participants and homogeneous sample, in which the criterion of participation of those who were legally registered as new entrants applied, regardless of sex, age, social status, physical condition, but only the imaginary work. Selection was trying to include both men and women from the four school groups. The application was carried out in the forecourt of the faculty during class times. Prior to the application of the instrument, they informed the participants the objective of the study, in order to brief them on the importance of it.

Results and discussion

Of the total respondents, 95.8% yes imagines what the workplace of the degree in communication sciences, while 4.2% said they would not imagine.
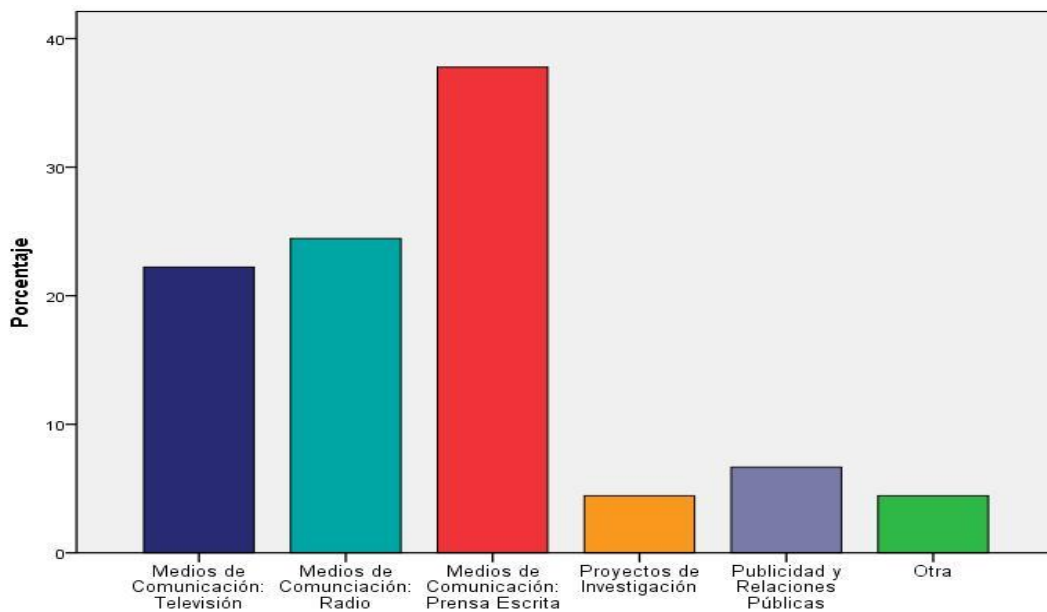

Figure 1: Percentage of students who answered that they imagine the workplace of the degree in communication sciences.

To the question, do you know what the professional activities of a degree in communication sciences?, are 86% said they knew them, while 14% said they did not know them.

Respondents who do know them, 48.9% answered that it is conducting interviews and writing briefing notes, 26% said the speech and conduct of programs in electronic media, 8.9% said publicity, advertising and design, while 8.9% mentioned works photography and editing audio and video, and 4.4% reported other activities. The rest said not knowing for lack of information (Figure 2).
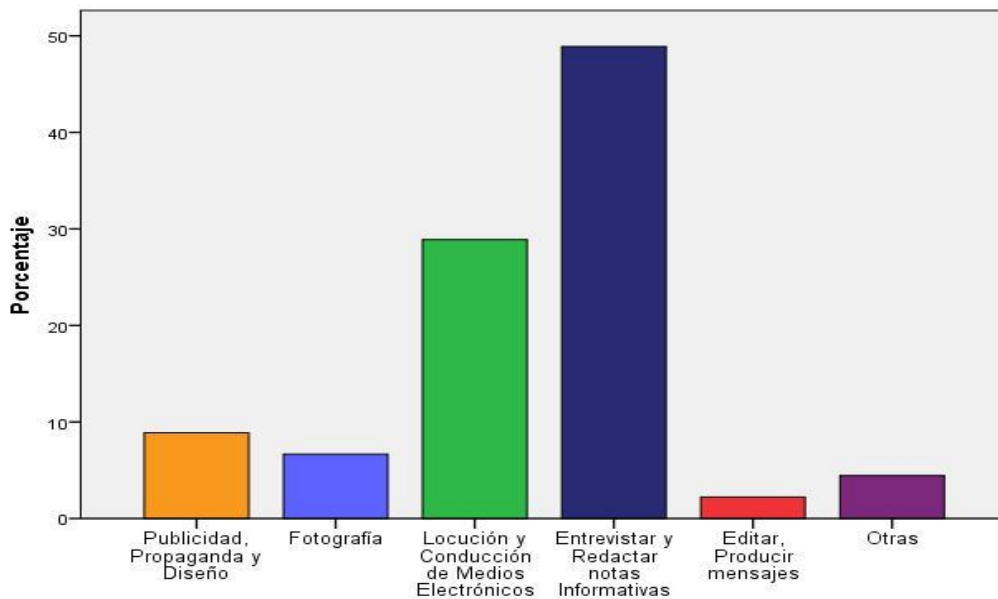

Figure 2: Percentage of students who believe that these are the professional functions of a degree in communication sciences.

On this question the phenomenon that the media are the main activity of a comunicólogo is recorded. Therefore, in this fictional reality is the practice professionally journalism as one of its activities, ie, collect data and report events to society. To this aspiration helps the image of fame and recognition of media communicators at national and international level, as well as references from those who have graduated from this school and they occupy an important place, especially in the press and television.

They also asked if they knew what the graduate profile of the degree, to which 50% said yes and 50% no. This high percentage indicates the lack of information and guidance on the educational program.

Of those who answered affirmatively, 33.3% imagines that the graduate profile is a person who desempañará as a journalist in print and photographer, 18.5% in the field of audiovisual communication, advertising and propaganda, 7.4% in organizational communication and public relations , 3.7% in driving and production of content for radio and television media, and the rest did not answer (figure 3).
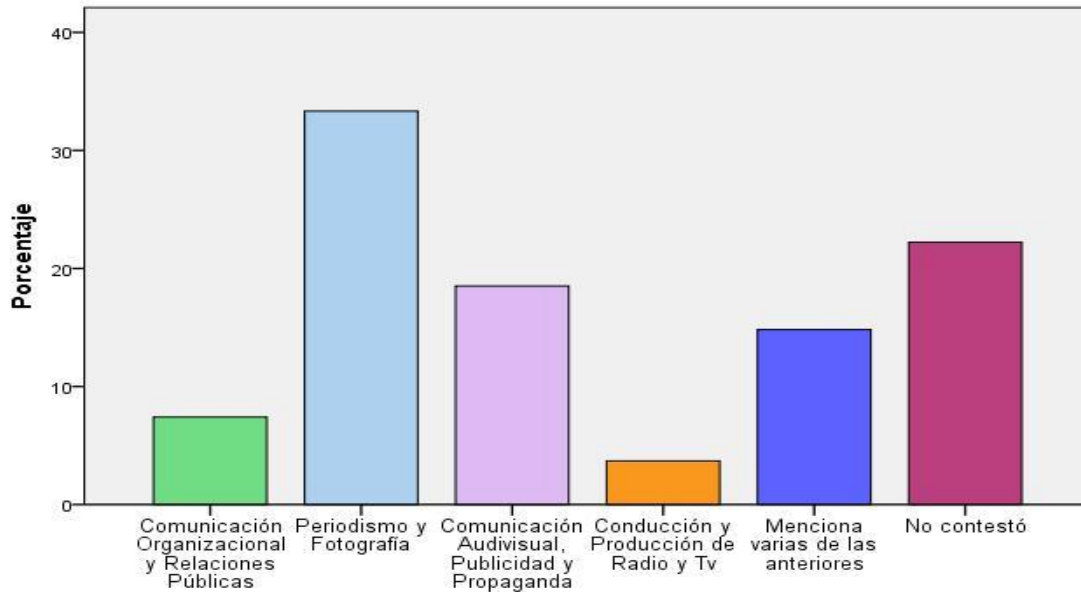

Figure 3. Percentage of students who consider graduate profile of science degree in communication FACOM.

Among the reasons mentioned why not know the graduate profile of the degree, 47.8% said that lack of information, 13% have not researched and 9.1% did not answer.

With regard to the question where you imagine working with a degree in communication sciences ?, the answers were: 30% in private television and radio companies, photography studios and in print, imagine driving 24% and producing news content for the television medium, 18% imagines driving and producing informative content for radio, 8% in film production, 6% in the drafting of a print medium. Meanwhile, 10% it bowed by the public sector, either as a teacher or government employee. On the other hand, 4% said not imagine

where to work. It should be noted that in the labor imagination of youth interest prevails again for use in the media (Figure 4).
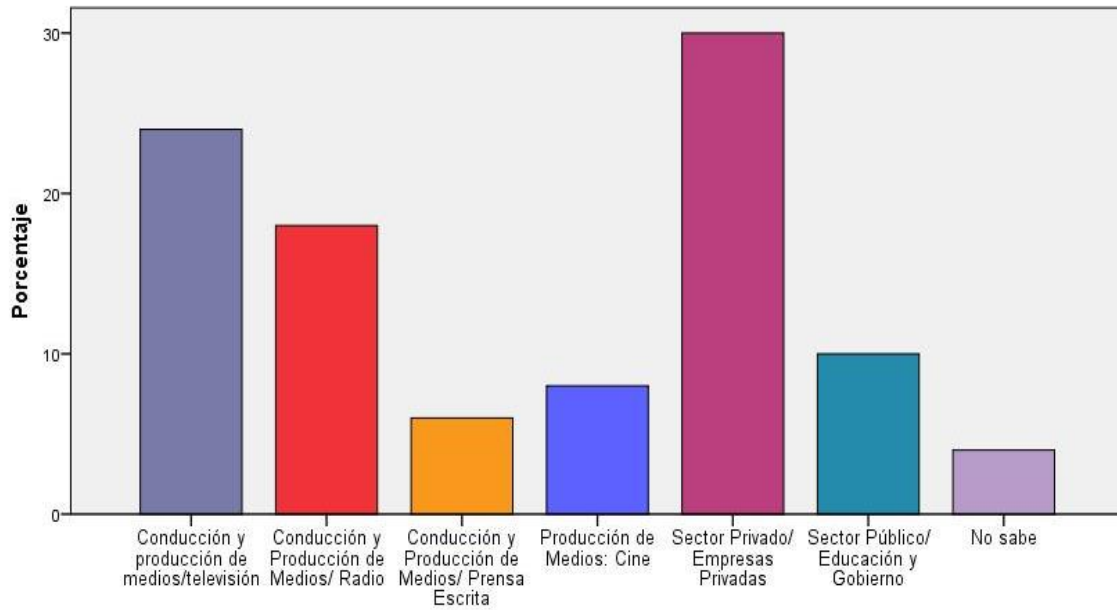

Figure 4: Where can you imagine working with a degree in communication sciences?

This section imagine mentioned that work particularly in companies Televisa and TV Azteca: "I want to work in a television company, especially Televisa or TvAzteca"; "Conducting a program on television or doing reports"; "One can imagine anything, however, I believe that radio could find locutando"; "I imagine that television, radio and the press"; "Television doing reports".

Among the many responses found their interest is highlighted by employed in private television, radio and print industries, whether domestic or foreign, "I want to work abroad because in my state there is no employment and underpaid".

It should be noted that in the minds of respondents, both men and women report that would be used in the media, particularly in a radio station in the print media and on television: "I would like to travel the country taking pictures and selling them an informative magazine, working for myself. "

After this imaginary is that of working in the film field work as editors audio and video, in offices as public relations and teaching. However, few answers whose labor imaginary is not in the media were identified: "a foundation to support migrants and to make

documentaries"; "In a page design company"; "Before entering I thought you could only work in radio and press, but now I know that there are more areas in which you can work"; "In marketing."

It is noteworthy that although described the media as their labor imaginary, also perceive that by studying the degree not only work in the media, ie, other labor camps but not yet known. Do you think that by studying this race only will work in the media? 90% responded that not only work in the media, while 10% answered yes are the media the workplace.

90% of students responded that in studying the race not only work in the media; 84% responded that there are other labor camps and the rest of them do not know where to work. "The media are not the only area where I can work; if I prepare well, study and made him feel like I can create my own company. "

By knowing the causes of unknown areas where you can work a graduate of this degree, 51.1% of students said that lack of information; 31.1% for lack of personal interest, while 17.8% said that lack of information from the school where currently studying. "For lack of self interest and because I have friends studying here"; "Teachers do not provide us with information about the race" (Figure 5).
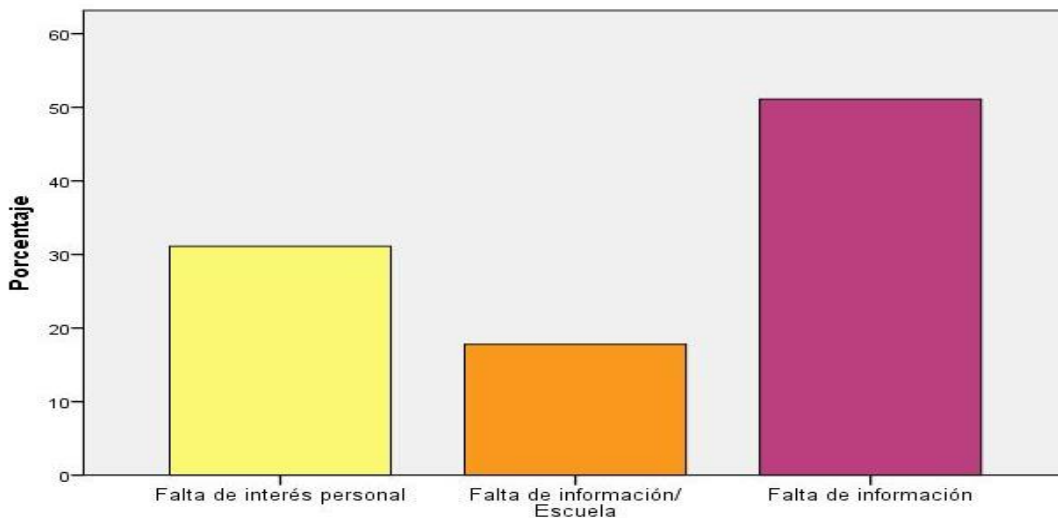

Figure 5: What are the reasons why you do not know the areas where you can work a graduate of this degree?

In relation to the question you consider that the media influenced your decision to study this degree? 68% said yes, while 32% said no. The media they consider influenced his decision to study the race are: 50% by television, radio media 40.6% and 9.4% the press (Figure 6).
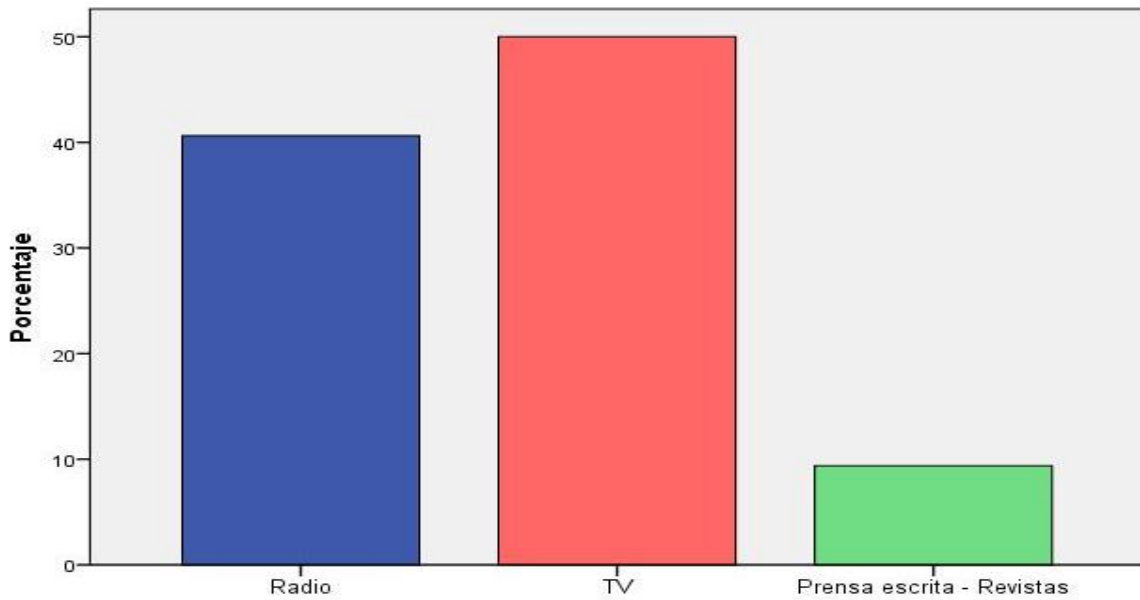

Figure 6: What are the media influenced you consider your decision to study the race?

When asked what were the reasons they had to choose the degree, 93.8% responded that interest and liking towards the media, 4.2% did not know what to study, and only 2.1% said it was their second choice (Figure 7).
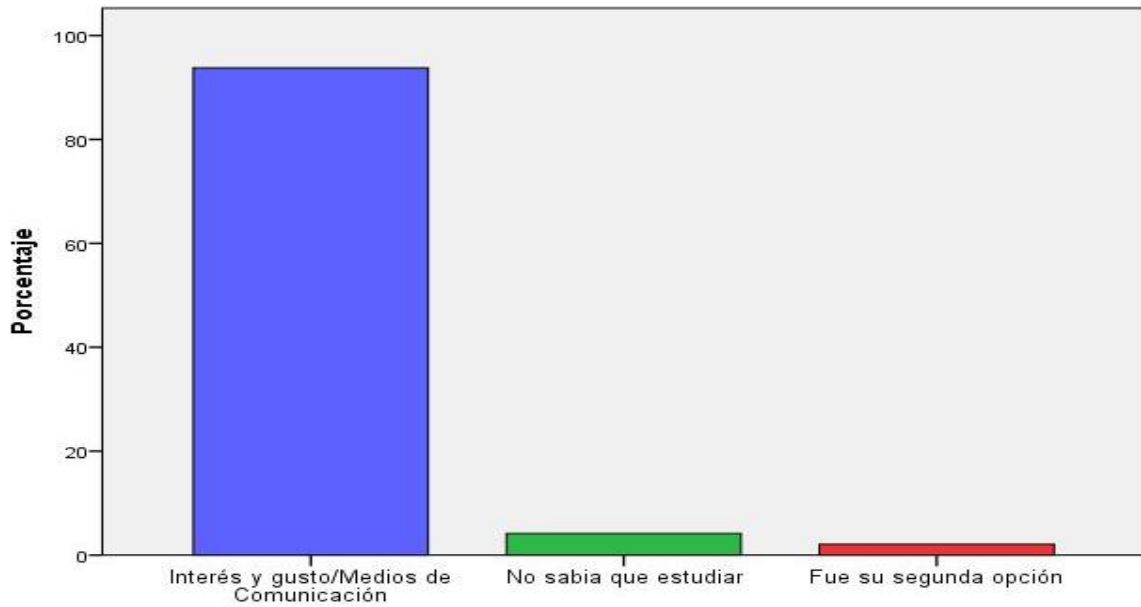
Figure 7: What were the reasons you had to choose this degree?

Among the reasons the following were identified: "I want to be famous"; "The race was interesting and I like it"; "For my region and my state have trained people to report"; "Because I love the sport and want to be in the future analyst"; because I have a taste for information and media "; "I want to communicate to the society for the better"; "The only reason was my brother, the fact of seeing him in the cabin making practices with colleagues marked me so much I decided to study communication."

Other responses were: "because I like the race and news programs"; "I want to be a reporter and dedicate myself to the news"; "I'm interested in the media and what is behind them."

It should be noted that although students are unaware of the labor camps of a graduate degree in communication sciences and their imagination is reduced to the media, 48% will continue to study the race, 34% would desert and 18% do not know what will do (figure 8).
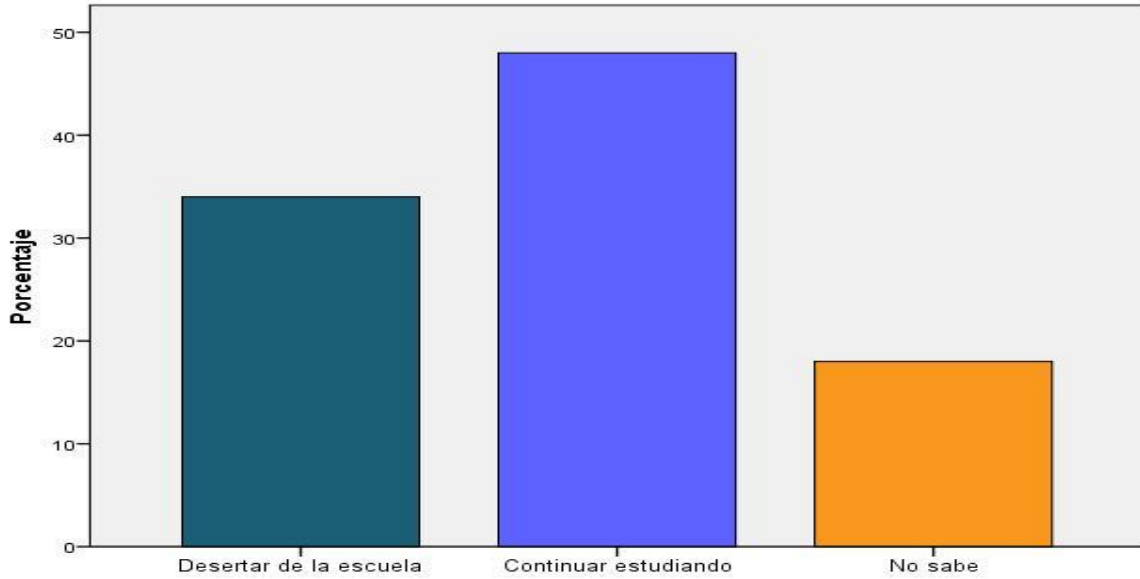
Figure 8: What decision would take if to be pursuing a degree not you like?

For another imaginary and deepen what the work career fields they consider more employment and economic future, 20% said they are the media (television and radio) which have higher labor and economic future are followed by the public relations and marketing, 18% said 16% photography and film production.

Both the written and the development of research projects Press obtained 14%. In contrast, those who felt less labor and economic future organizational communication were 11% and teaching with 7% (Figure 9).
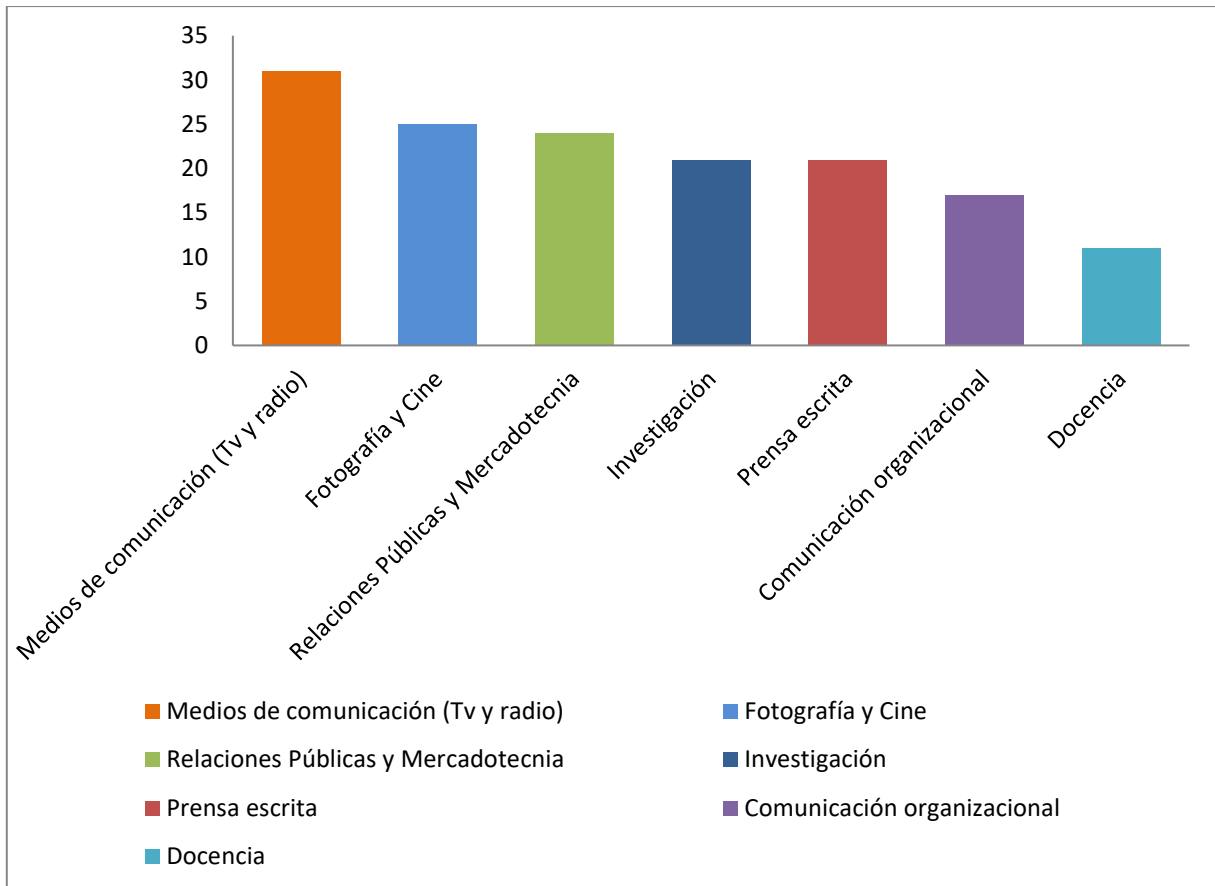
Figure 9: Fields with higher labor and economic future.

Overall, the opinion that the labor market have a degree in communication sciences, it is interesting but with few job opportunities and low wages and only work in the media.

So they say their responses: "most graduates end up working in radio or television, but when entering the race I realized that it is not"; "We live in one state and country in which we have many demands, unfortunately, he is poorly paid. also has lost confidence in this degree, it can be in political image, mainly the press "; "Guerrero there is no investigative journalism before entering thought you could only work in radio and press, but now I know that there are more areas in which you can work."

And added: "I think the workplace is difficult for comunicólogos, especially in the state of Guerrero, however, there are always opportunities"; "It can be dangerous, somewhat excellent reference to salary; all depends on where and what it is to work "; "There are very

few job opportunities and those that are available are very poorly paid"; "I really like the race, plus organizational communication, but occupationally at least here there is no future, I think to go out."

Therefore, it can be mentioned that students newly admitted to the degree in communication sciences at the Autonomous University of Guerrero has formed its labor imaginary from illusion to appear and produce content in the media, but that content is reduced to only informative, not proposals that build the social reality, avoiding the current reality of the State whose events require an ethical communicator.

Conclusion

The media, particularly the press, are the main labor camp of those who participated in this research, but, ironically, do not perceive a good job and economic future. Among the activities they consider to be performed, are the interviewing and writing briefing notes and driving the various programs in the electronic media. Although mention other fields of professional performance, these are related to the production of film, television and radio.

There is ignorance about the graduate profile established by the Faculty of Communication and Marketing for who obtains a bachelor's degree in communication sciences, so it is stated that at this time the students have no clear idea of what they will do when they graduate. In addition to this, the social and economic reality of the state of Guerrero contributes little to the labor market, although they think that not only work in the media and in the labor imagination of most is to venture into these industries.

Highlights that work in the media, particularly on television is what makes striking degree, since this medium and the radio are what influenced his decision to study the race. Therefore, television is the field that has higher labor and economic future. The film, photography, public relations, also perceived as a career opportunity. Both teaching and organizational communication are fields with lower labor and economic future.

An important fact that reinforces the labor imaginary towards the media is when they mention that interest and liking towards this was the reason they had to choose the degree.

It is concluded that the limited labor imagination of the race because they do not know much of the learning units of blocks orientations job performance established in the existing curriculum since 2011, which are: Organizational Communication and Relationships public, Audiovisual Communication and Journalism.

They also feature full misinformation about all the expertise that characterizes the degree in communication sciences at the Autonomous University of Guerrero, as well as the current professional reality communicator in a globalized world.

We can say that there is a latent risk of not knowing the graduate profile and the curriculum, can function only in the workplace who imagine and therefore continue saturating the market related to the media, or While engaging in jobs that are unrelated to what has been studied and away from what is currently in demand. Another scenario is to leave the faculty and increase the dropout rates when they perceive that the degree is not synonymous to work in the media.

In this context, and without exaggeration, we can say that the study subjects did not register with the best information due, they did not investigate good about the competition of it, and also that the information they have is wrong or no, as it refer in their answers.

In conclusion, they perceived as an attractive career but uneconomic and future risk of unemployment and informality. Also, the practice is saturated and is "dangerous" to exercise in the state of Guerrero. Only a minority aspires to create their own company. Although mention other labor fields, in their imagination is the practice in the media. For some men, even their imaginary is to emigrate to other states or abroad.

Therefore, it can be mentioned that have formed their imaginary from illusion to appear and produce content in the media, but such content is reduced only to informative, no real social proposals that contribute to the construction of a communicator ethical.

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