YOUR PROFILING

Personal profiling is the first step in career planning. The purpose of profiling is to understand your current career planning stage. It will help decide your career objective and roadmap. The ultimate aim of the planning is to take you from the current stage of career planning to the optimized stage of career planning. Personal profiling includes information about your current stage, the risk involved and action plan for your career development.



Unaware: You are at the Unaware stage in career planning. We understand that you have no idea about your career and its direction. At this stage, you may have very limited information to make any decision and also you lack right guidance as well. Mostly your decisions at this stage are impulsive.

Risks Involved: Time wastage, Wrong selection of career path, Highly expensive and career dissatisfaction

Action Plan: Explore your strengths and weakness > Explore career options > Gather information>Match your options with strengths & abilities > Early execution.

RESULT OF THE CAREER PERSONALITY

Personality Assessment will help you understand yourself as a person. It will help you expand your career options in alignment with your personality. Self-understanding and awareness can lead you to more appropriate and rewarding career choices. The Personality Type Model identifies four dimensions of personality. Each dimension will give you a clear description of your personality. The combination of your most dominant preferences is used to create your individual personality type. Four dimensions of your personality are mentioned in this chart. The graph below provides information about the personality type you belong to, based on the scoring of your responses. Each of the four preferences are based on your answers and are indicated by a bar chart.

YOUR PERSONALITY TYPE - EXTROVERT:INTUITIVE:FEELING:PERCEIVING



YOUR CAREER PERSONALITY ANALYSIS

Where do you prefer to focus your energy and attention?

E

Extrovert

- You are quite talkative, energized and like to spend lots of time with others.
- Your primary mode of living is focused externally.
- Your attention may shift quickly when there's a lot going on.
- You tend to express your views in a strong and direct way.
- You quickly adapt to a given situation.
- You are sometimes described as an attention-seeker.

How do you grasp and process the information?

N

Intutive

- You are very imaginative, open-minded and curious.
- You prefer to explore and focus on hidden meanings and future possibilities.
- You are interested in doing things that are new and different.
- You first like to see the biggest picture, then try to find out facts.
- You are interested in new things and what might be possible.
- You solve problems by leaping between different ideas and possibilities.

How do you make decisions?

F

Feeling

- You seem to make decisions based on your values or the feelings of others involved.
- You seem to be ruled by your heart instead of your head.
- In your relationships, you appear caring, warm, and tactful.
- You look for what is important to others and express concern for others.
- You tend to judge situations and others based on feelings and circumstances.
- You seek to please others and want to be appreciated.

YOUR CAREER PERSONALITY ANALYSIS

How do you prefer to plan your work ?

P

Perceiving

- You seem to prefer a flexible and spontaneous way of life.
- You prefer to adapt to the world rather than organizing it.
- You like staying open to new experiences and information.
- You like to approach work as play or mix of work and play.
- You appear to be casual and like to keep plans to a minimum.
- You are a random thinker who prefers to keep his/her options open.
- You are spontaneous and often juggle several tasks at once.

Your strengths

S

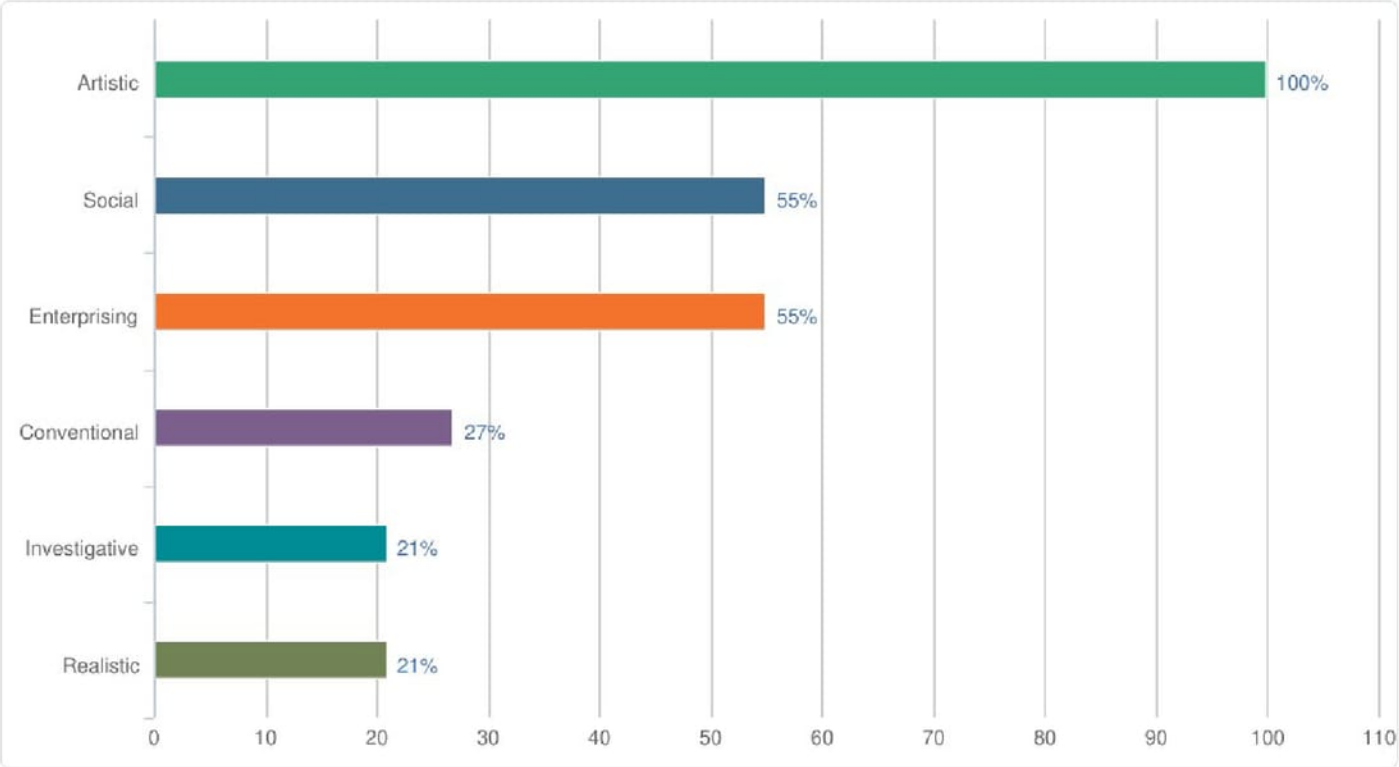
Strength

- Observant
- Curious
- Energetic and enthusiastic
- Excellent communicator
- Very popular and friendly

YOUR CAREER INTEREST TYPES

The Career Interest Assessment will help you understand which careers might be the best fit for you. It is meant to help you find careers that you might enjoy. Understanding your Top career interest will help you identify a career focus and begin your career planning and career exploration process.

The Career Interest Assessment (CIA) measures six broad interest patterns that can be used to describe your career interest. Most people's interests are reflected by two or three themes, combined to form a cluster of interests. This career interest is directly linked to your occupational interest.



YOUR CAREER INTEREST ANALYSIS

A
Artistic-HIGH

- You are imaginative and enjoy creative activities.
- You encourage originality and use of imagination in a flexible, unstructured setting.
- You are generally impulsive and emotional.
- You tend to communicate in a very expressive and open manner.
- You seek opportunities for self-expression through artistic creation.
- You like to work with ideas and things.

S
Social Service-HIGH

- You are humanistic, idealistic, responsible and concerned with the welfare of others.
- You enjoy participating in social activities and helping, training or counselling others.
- You communicate in a warm, cheerful and tactful manner and can be persuasive.
- You like to solve problems through discussions and utilize interpersonal skills.
- You are cooperative, friendly, generous, helpful and idealistic.
- You like to work with people.

E
Enterprising-HIGH

- You are energetic, ambitious, adventurous and confident.
- You are skilled in leadership and speaking.
- You generally enjoy starting your own business, promoting ideas and managing people.
- You are often effective public speaker and are generally sociable.
- You like activities that require to persuade others and leadership roles.
- You like the promotion of products, ideas, or services.

YOUR CAREER INTEREST ANALYSIS

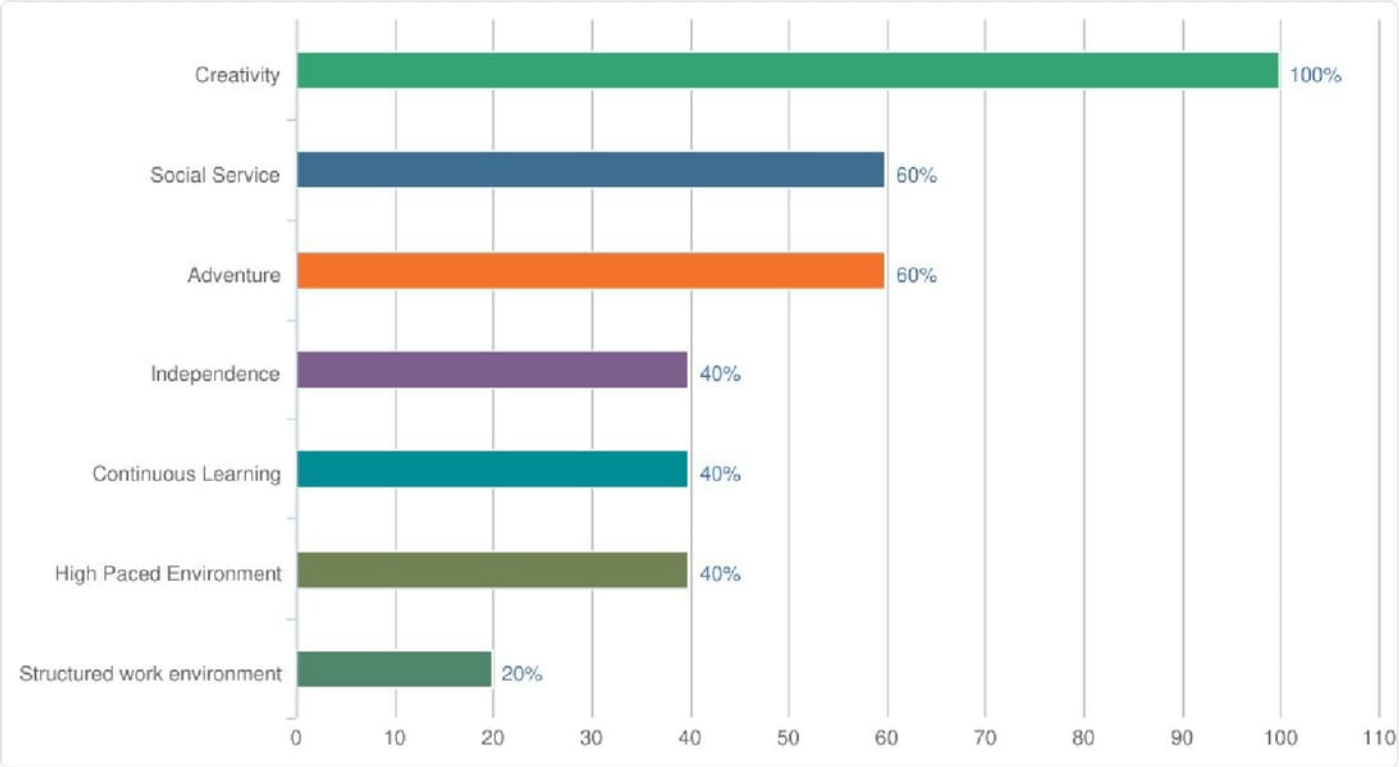
C

Conventional

- You are efficient, careful, conforming, organized and conscientious.
- You are organized, detail-oriented and do well with manipulating data and numbers.
- You are persistent and reliable in carrying out tasks.
- You enjoy working with data, details and creating reports.
- You prefer working in a structured environment.
- You like to work with data, and you have a numerical or clerical ability.

YOUR CAREER MOTIVATOR TYPES

Values are the things that are most important to us in our lives and careers. Our values are formed in a variety of ways through our life experiences, our feelings and our families. In the context of Career Planning, values generally refer to the things we value in a career. Being aware of what we value in our lives is important because a career choice that is in-line with our core beliefs and values is more likely to be a lasting and positive choice



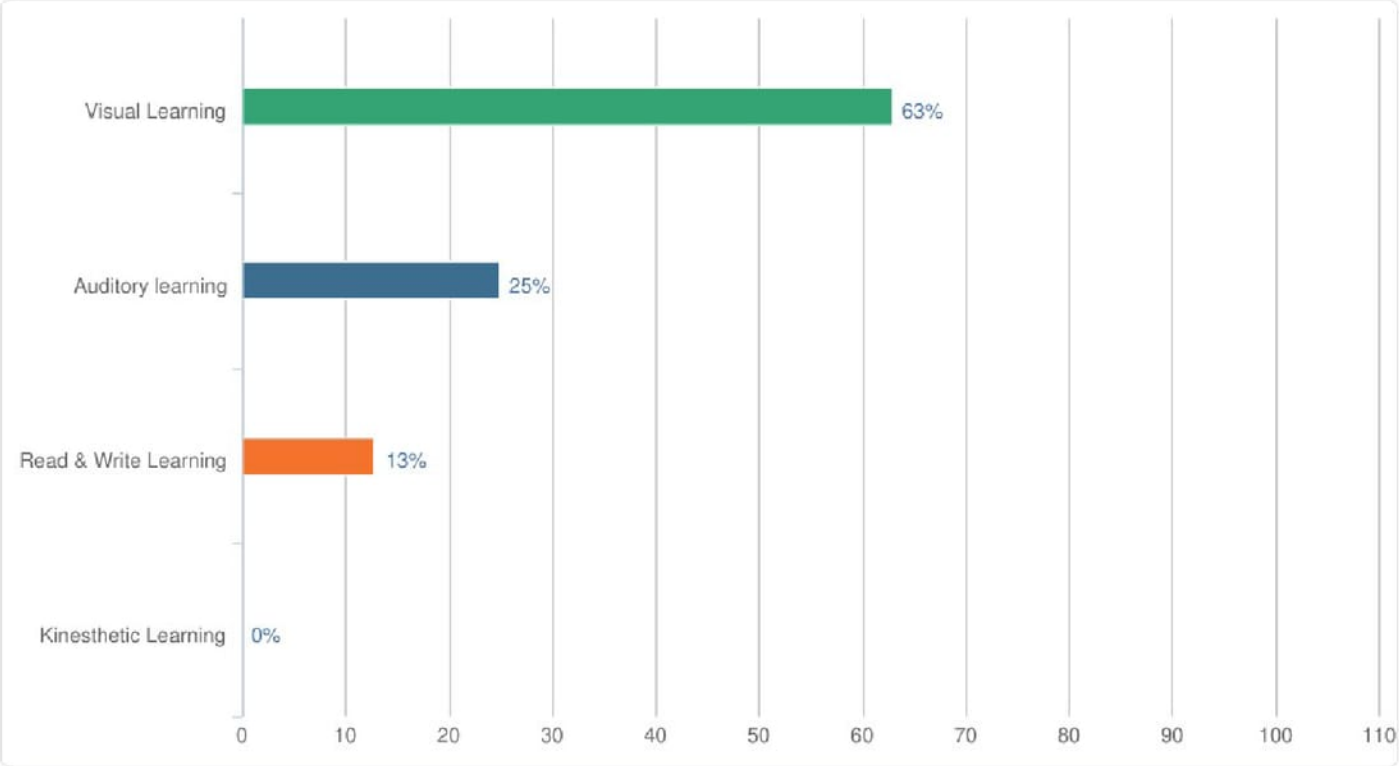
YOUR CAREER MOTIVATOR ANALYSIS

C

Creativity-HIGH

- You enjoy trying innovative solutions.
- You enjoy creativity.
- You dislike conventional approaches.

YOUR LEARNING STYLE TYPES



YOUR LEARNING STYLE ANALYSIS

Visual learning style

- These learners need to see the teacher's body language and facial expression to fully understand the content of a lesson.
- They generally prefer to sit at the front of the classroom.
- These individuals think in pictures and may learn best from visual displays including diagrams, illustrated text books, overhead transparencies, videos, flipcharts, use of interactive whiteboards and handouts.
- During a lesson or classroom discussions, visual learners often prefer to take detailed notes to absorb the information.

Learning improvement strategies

- Highlight important points in text.
- Create flashcards for key information; be concise.
- Limit the amount of words/information:allows for mental imagery.
- Convert notes and translate words into symbols, diagrams and/or pictures.
- Create visual reminders of information.
- Practice turning visuals back into words.
- Color-code, underline and/or highlight information.
- Be creative with charts, diagrams and mindmaps.

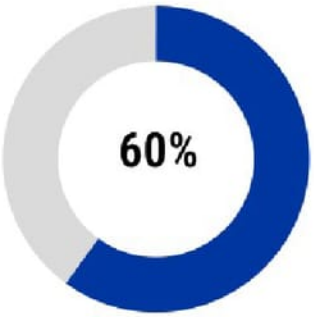
YOUR SKILLS AND ABILITIES

The skills & abilities scores will help us to explore and identify different ways to reshape your career direction. This simple graph shows how you have scored on each of these skills and abilities. The graph on the top will show the average score of your overall skills and abilities.

Overall Skills and Abilities



51% - Average



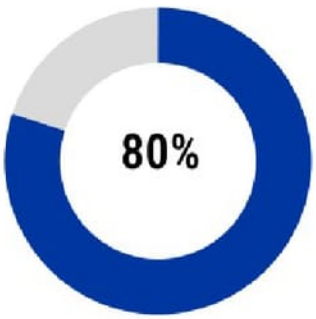
NUMERICAL ABILITY

- Your numerical skills are average.
- Numeracy involves an understanding of numerical data and numbers.
- Being competent and confident while working with numbers is a skill, that holds an advantage in a wide range of career options.



LOGICAL ABILITY

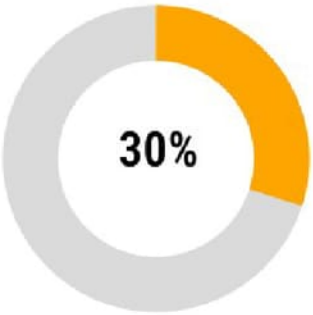
- Your Logical skills needs improvement.
- Logical thinking is very important for analytical profiles.
- Being able to understand and analyze data in different formats is considered an essential skill in many career options.



VERBAL ABILITY

- Your communication skills are good.
- Good verbal and written communication helps you to communicate your message effectively.

YOUR SKILLS AND ABILITIES



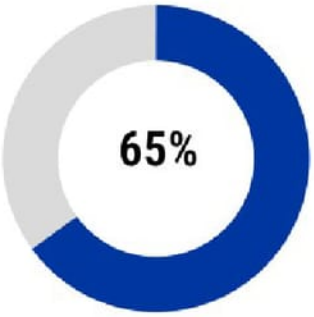
ADMINISTRATIVE AND ORGANIZING SKILLS

- Your organizing & planning skills are fair.
- It includes general organizing, planning, time management, scheduling, coordinating resources and meeting deadlines.



SPATIAL & VISUALIZATION ABILITY

- Your visualization skills need improvement.
- This skill allows you to explore, analyze, and create visual solutions.
- It is important in many academic and professional career fields.



LEADERSHIP & DECISION MAKING SKILLS

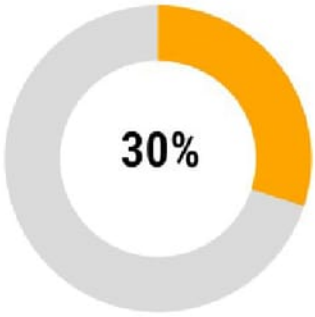
- Your leadership & decision-making skills are good.
- It includes strategic thinking, planning, people management, change management, communication, persuasion and influencing.
- These skills allow you to make decisions quickly, adapt to changing scenarios and respond to opportunities promptly.

YOUR SKILLS AND ABILITIES



SOCIAL & CO-OPERATION SKILLS

- Your social and cooperation skills are excellent.
- Social skills are important because they help you build, maintain and grow relationships with others.
- This skill is beneficial in the service industry and social causes.

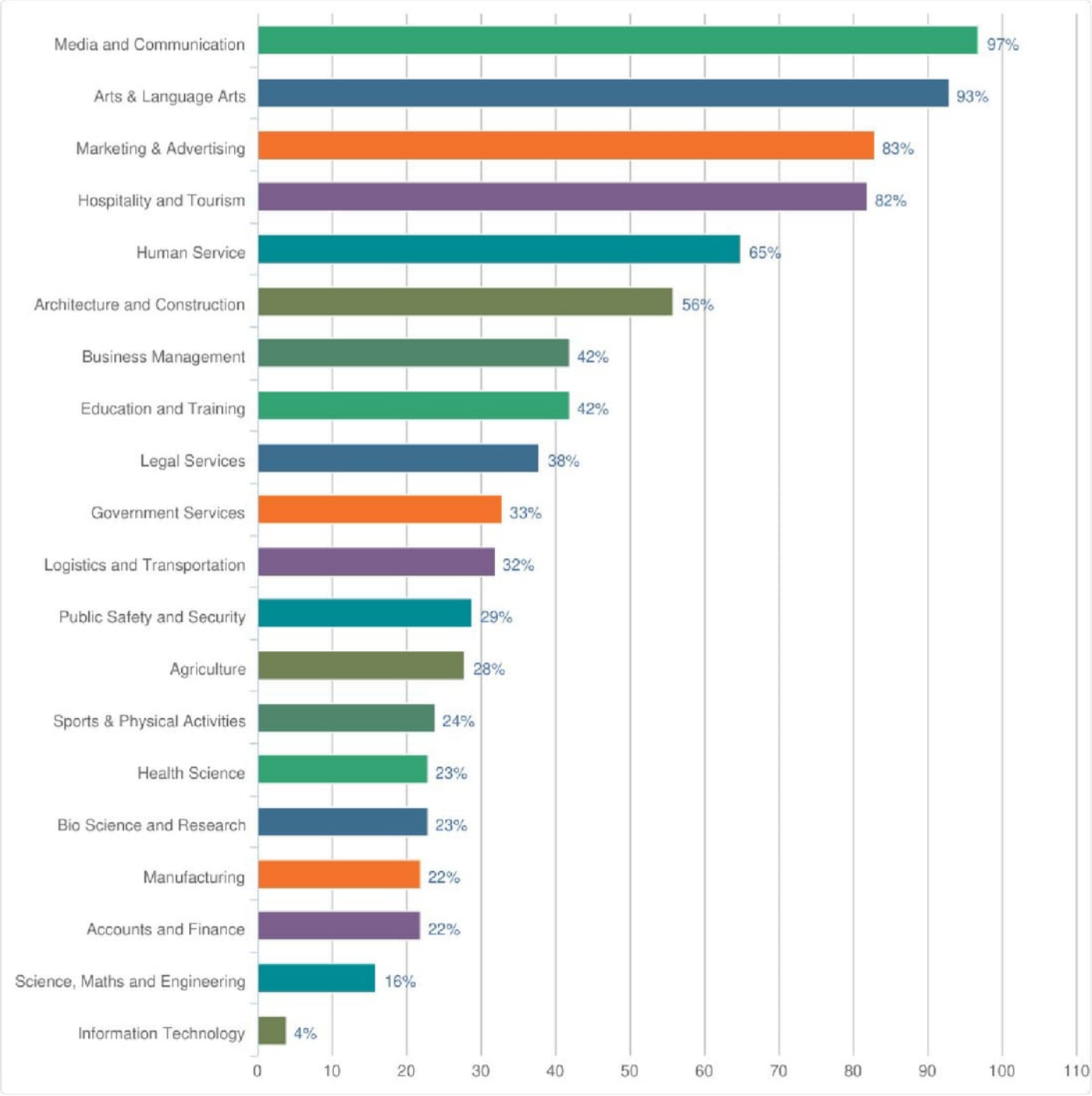


MECHANICAL ABILITIES

- The score indicates that your mechanical ability is low.
- This section evaluates your basic mechanical understanding and mechanical knowledge.
- This skill is required for many career options like engineering and mechanical services.

YOUR CAREER CLUSTERS

Career Clusters are groups of similar occupations and industries that require similar skills. It provides a career road map for pursuing further education and career opportunities. They help you connect your Education with your Career Planning. Career Cluster helps you narrow down your occupation choices based on your assessment responses. Results show which Career Clusters would be best to explore. A simple graph report shows how you have scored on each of the Career Clusters.



YOUR SELECTED 4 CAREER CLUSTERS

1

MEDIA AND COMMUNICATION

- Media studies graduates typically enter careers in the media, cultural and creative industries.
- Areas of work include television and radio, film and video, digital media, computer games, journalism, writing and publishing, PR and media practice.
- Journalism is a part of Mass Communication but Mass Communication isn't a part of Journalism.
- Provide information of current happenings in the society.

2

ARTS & LANGUAGE ARTS

- Arts and communications professionals use creativity and talents on the job.
- You might work for an audience as a performer or artist.
- This includes painters, dancers, sculptors, actors, and singers.
- You might work behind the scenes to make a performance successful.
- This includes set designers, editors, broadcast technicians, and camera operators.

3

MARKETING & ADVERTISING

- Marketing professionals are involved in planning, managing, and performing marketing activities to reach organizational objectives.
- Marketing professionals help businesses promote products.
- You might advertise and promote products so customers want to buy them.
- You might develop a marketing plan for a small start-up company.

YOUR SELECTED 4 CAREER CLUSTERS

4

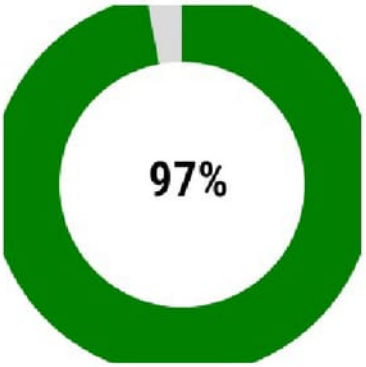
HOSPITALITY AND TOURISM

- Hospitality and tourism professionals help people enjoy vacations and entertainment activities.
- It includes management, marketing and operations of hotels, restaurants, events and travel-related services.
- You might work at a restaurant, resort, sports arena, theme park, museum, or hotel.
- You might be involved in planning activities.

TOP SUBJECTS RECOMMENDATIONS FOR YOU

1.

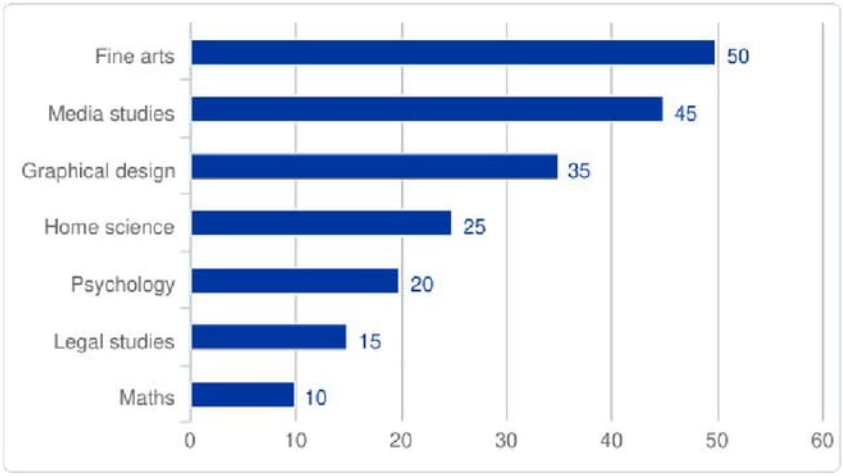




Humanities

Language Arts
History

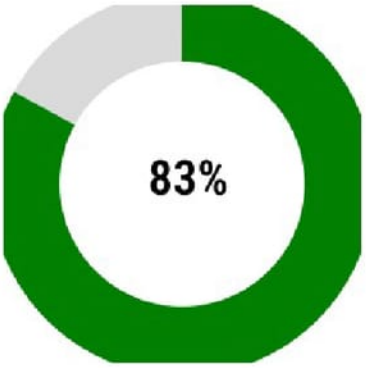
Mandatory Subjects



Optional Subjects

2.

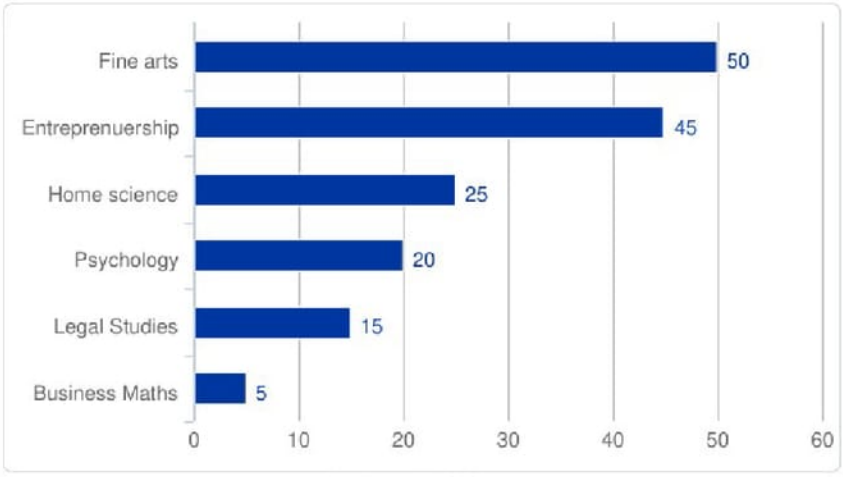




Commerce

Accountancy
Economics
Business Studies

Mandatory Subjects

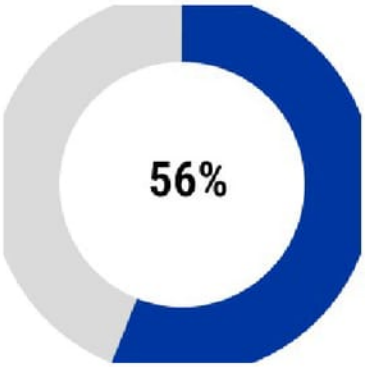


Optional Subjects

TOP SUBJECTS RECOMMENDATIONS FOR YOU

3.

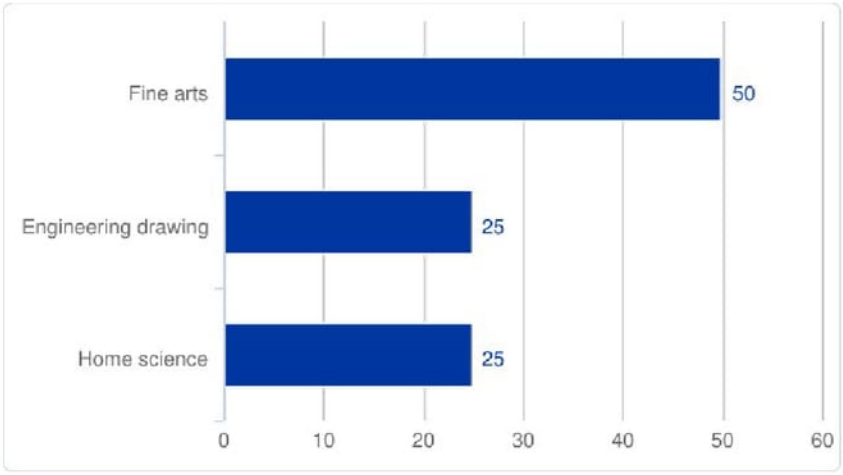




Science-Maths

Maths
Physics
Chemistry

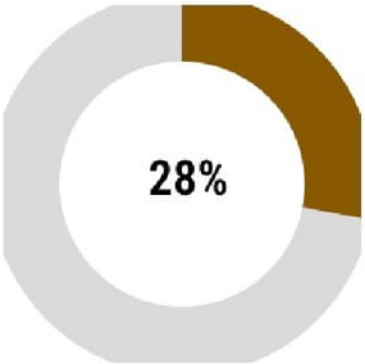
Mandatory Subjects



Optional Subjects

4.

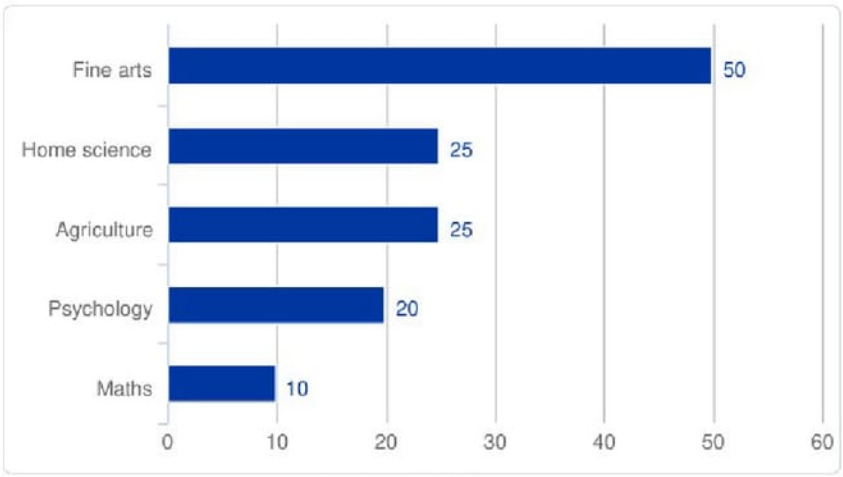




Science-Bio

Biology
Physics
Chemistry

Mandatory Subjects



Optional Subjects

YOUR CAREER PATHS

Career Cluster 1: Media And Communication

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
1	**Mass Communication** Journalist, Radio Jockey, Media Anchor	Very High:100	High:73	Top Choice
2	**Public Relations & Corporate Communication** Public Relations Specialist, Corporate Communication	Very High:90	Very High:82	Top Choice
3	**Journalism** Editor, News Writer	Very High:77	Very High:80	Top Choice
4	**International Relationships** Political Advisor, IR Expert	Average:55	Very High:82	Optional

Career Cluster 2: Arts & Language Arts

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
1	**Content Writer** Creative Writer, Story Teller	Very High:100	High:67	Top Choice
2	**Fashion Designing** Fashion Designer, Stylist, Costume Designer	Very High:97	High:60	Top Choice
3	**Accessory Design** Jewelry Designer, Gemology, Earrings Fabricator	Very High:97	High:60	Top Choice

YOUR CAREER PATHS

Career Cluster 2: Arts & Language Arts

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
4	**Cosmetology And Beautician** Cosmetologist, Stylist, Beauty Expert	Very High:90	Low:20	Develop
5	**Photography** Photographer, Photo Editor, Special Effects	Very High:86	Low:20	Develop
6	**Interior Designing** Interior Designer, Home Decor Expert	Very High:83	Average:55	Good Choice
7	**Graphical Designing** Graphical Designer, Logo Designer, Print Collateral Designer	Very High:82	Average:40	Good Choice
8	**Foreign Languages** Foreign Language Interpreter, Language Translator	Very High:77	Low:20	Develop
9	**Fine Arts - Drawing And Painting** Fine Artist, Illustrator, Portrait Artist, Sculptor	Very High:76	High:60	Top Choice
10	**Liberal Arts** Sociologist, Psychologist, Artist	High:72	High:60	Good Choice

YOUR CAREER PATHS

Career Cluster 2: Arts & Language Arts

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
11	**Product Designing** Product Designing, Lifestyle Product Design	High:71	Average:52	Good Choice
12	**Web Designer, UI And UX** Website Designer, UI, UX Expert	High:70	High:60	Good Choice
13	**You Tuber** Online Video Creator, Video Editor, Digital Marketer	High:65	High:66	Good Choice
14	**Multimedia, Animation, Gaming And VFX** Animator, 3D Artist, Game Designer, Special Effects	Average:56	Low:20	Explore
15	**Performing Arts** Actor, Singer, Musician	Average:51	High:60	Optional
16	**Sound Engineering/Design** Recording Engineer,Sound Designer	Average:49	Low:23	Explore

Career Cluster 3: Marketing & Advertising

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
1	**Advertising And Communication** Advertising Managers, Brand Managers	Very High:92	High:66	Top Choice

YOUR CAREER PATHS

Career Cluster 3: Marketing & Advertising

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
2	**Marketing** Marketing Manager, Product Marketing	Very High:87	Very High:82	Top Choice
3	**Visual Merchandiser** Fashion Communication, In-Store Marketing Associate	Very High:87	Average:58	Good Choice
4	**Professional Sales** Sales Executive, Sales Head, BDM	Average:55	High:73	Optional
5	**Entrepreneurship & Management** Entrepreneur, Business Head	Average:48	Average:55	Optional
6	**Digital Marketing** Digital Marketing Specialist, SEO Specialist	Average:47	Average:46	Optional

Career Cluster 4: Hospitality And Tourism

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
1	**Hotel Management** Restaurant Manager, Hotel Manager	Very High:97	High:66	Top Choice
2	**Culinary Arts** Chef, Food Expert	Very High:82	High:65	Top Choice

YOUR CAREER PATHS

Career Cluster 4: Hospitality And Tourism

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
3	**Wedding Planner** Wedding Event Manager, Event Consultant	High:62	Average:59	Good Choice
4	**Travel & Tourism** Travel Consultants, Tour Managers	High:60	Average:55	Good Choice
5	**Airhostess** Airhostess, Cabin Crew, Flight Steward	Average:58	High:66	Optional
6	**Event, Entertainment & Hospitality** Event Manager, Hospitality Manager	Average:58	High:66	Optional

YOUR CAREER PATHS

Career Cluster: Other Recommendations

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
1	**Corporate Trainer** Corporate Trainer, Coach, Motivator	Very High:92	Very High:90	Top Choice
2	**Apparel Merchandising & Management** Fashion Management,Fashion Brand manager	Very High:78	Average:53	Good Choice
3	**Image consultants** Personality trainer, Soft skills trainer, Fashion stylist	High:75	Average:50	Good Choice
4	**Hospital Management** Health Information Management, Practice Administrator, Program Manager	High:72	High:68	Good Choice
5	**Mentor and Coach** Mentor, Guide	High:70	Very High:90	Good Choice

YOUR FAVOURITE CAREER PATH : JOURNALISM

Career Cluster : Media and Communication

	Career Paths	Psy. Analysis	Skill and Abilities	Comment
1	**Journalism** Editor, news writer	Very High:77%	Very High:80%	Top Choice

Scenarios

1. **Top Choice** - You have the highest degree of interest and skills to pursue this career path. You will excel in the fields mapped to this career path.
2. **Good Choice** - This Career path will be a good match for you as your interest and skills & abilities are correctly aligned.
3. **Optional** - You have adequate interest level and skills & abilities to pursue this career path. However, this can be pursued if you are not pursuing your top choice or good choice.
4. **Develop** - Developing the skills and abilities required for this career path can increase your probability of success in this career path.
5. **Explore** - Explore options where you have higher interest and skills and abilities than this career path.
6. **Avoid** - You either have very less skills & abilities or very less interest in this career path. In both cases, it is suggested to avoid this career path.

CAREER ANALYSIS - POSITIVE (+)

- You are very imaginative, open-minded and curious.
- You prefer to explore the future possibilities.
- You are interested in doing things that are new and different.
- You first like to see the bigger picture, then try to find out facts.
- You are interested to explore new things.

- You like activities that require to persuade others and leadership roles.
- You generally enjoy starting your own business, promoting ideas and managing people.
- You enjoy creative activities.
- You encourage originality and use of imagination in a flexible.
- You seek opportunities for self-expression through artistic creation.
- You enjoy participating in social activities, helping, training or counselling others.
- You like to work with people.
- You like to solve problems through discussions and utilize interpersonal skills.

- Your Career motivators are Adventure, Creativity, Social Service

GAP ANALYSIS - NEED IMPROVEMENT

- You seem to be more casual, flexible and spontaneous. This profile demand you should be highly organized.
- Your interest to involve in creative activities are lesser than required. You need to work on building your creative or artistic profile.
- Your interest to involve in social activities, cooperation and work with people are lesser than required. You need to work on this.
- Your interest in intellectual, logical and investigative activities are lesser than required. This profile requires higher interest in investigative occupation.

YOUR SKILL AND ABILITIES STRENGTH

- Your Verbal Ability are Good

WORK NATURE : JOURNALISM

- Cover a wide variety of stories
- Research a story's background information to provide complete and accurate information.
- Schedule and conduct interviews with people who can provide information about your story.
- Plan, edit and write stories to be broadcasted or published.
- Broadcast or publish your story using different mediums like TV, radio, newspaper blog etc.
- Do specialization in a segment of news like sports news, crime news, political news etc.
- Establish and maintain a relationship with credible resources to gather relevant information.
- Coordinate with internal and external team to broadcast/publish news on time.

YOUR EDUCATION ROAD MAP : JOURNALISM

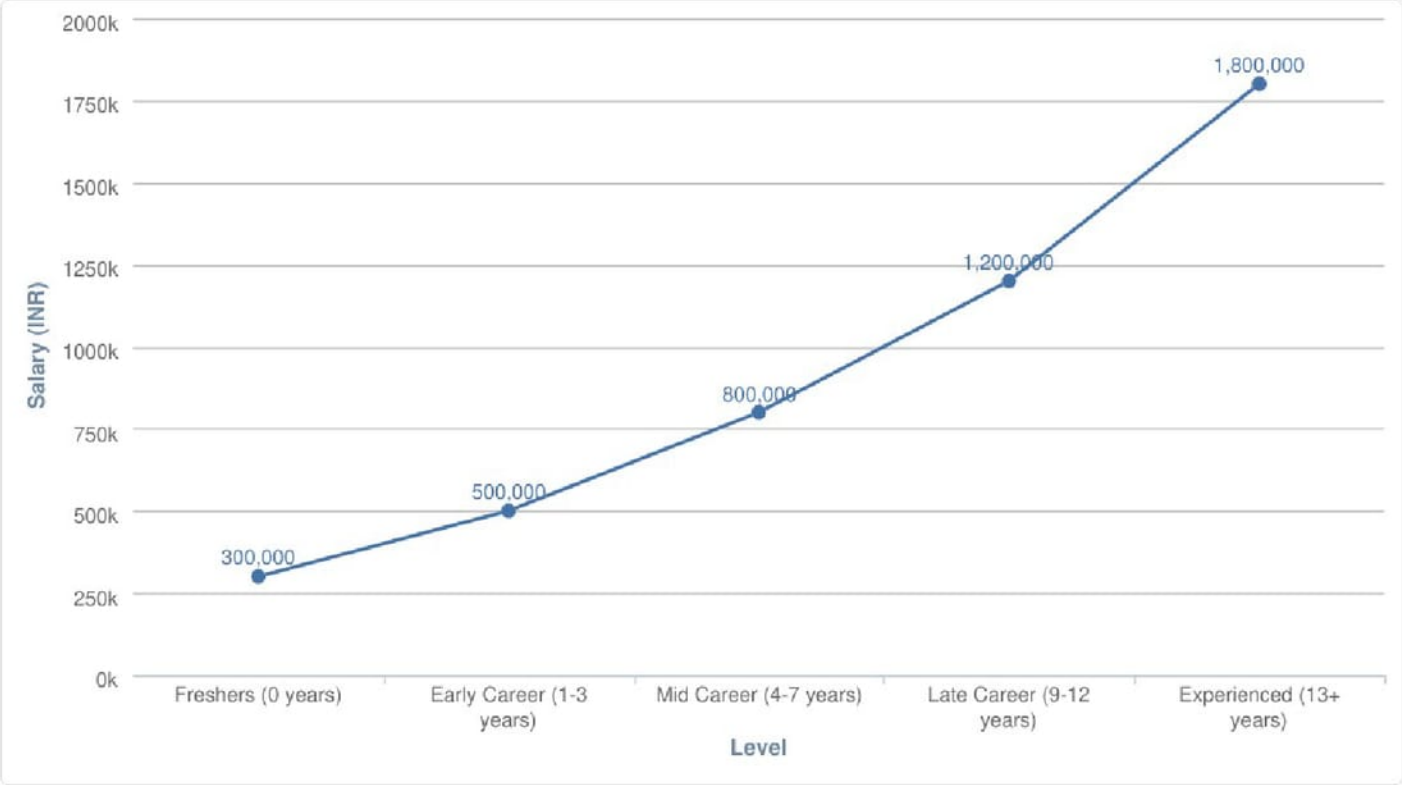
The Education road map will give you a clear idea of subjects that you should choose at a different level of your career path. You can choose any one of these courses to succeed in your career.

Educational Road Map			
Stages	**Subjects**	**Education Subjects**	**Occupations**
Middle Education	**10th Subjects**	• English • All subjects	• Editor • Copywriter • Publisher • Newspaper editor • technical writer • Freelance Writer • Lyricist • Novelist •
	12th Subjects	• English • All subjects	
Higher Education /Career Courses	**Courses Graduation**	• B.A in English • Bachelor in Mass communication • B.A. in Journalism	

YOUR EDUCATION ROAD MAP CONT. : JOURNALISM

Educational Road Map			
	Courses Post Graduation	• M.A In English • Masters' in Mass communication • M.A. in journalism • M.A. in English and Comparative Literature	• Editor • Copywriter • Publisher • Newspaper editor • technical writer • Freelance Writer • Lyricist • Novelist •
Career Development/Career Change	**Career Advancement**	• Certificate in technical writing • Certificate in Journalism • Certificate in communication from XIC • The British Council located in all metro cities in India offers degree, diploma and Certificate courses in Creative writing. • The JNU (Jawaharlal Nehru University) in New Delhi offers creative writing as an optional subject in its MA (English) course • Calcutta University offers a Diploma course in Creative Writing • Bharatiya Vidya Bhavan in New Delhi offers a Postgraduate Diploma course in Creative Writing • Xaviers Mumbai Central Institute of Indian Languages, Karnataka • Center for Research in Art of Film and Television, Delhi which offers a one-year diploma course • Indira Gandhi National Open University, New Delhi which offers a PG diploma in Creative writing though the distance learning program • U.P.Rajarshi Tandon Open University, Allahabad offers diploma courses through the distance mode • Dr. Babasaheb Ambedkar Open University, Ahmedabad • The Karnataka State Open University, Karnataka offers Diploma courses through the distance mode. •	

JOURNALISM SALARY IN 2025



Level	Salary	Currency
Freshers (0 years)	▲ 300,000	INR
Early Career (1-3 years)	▲ 500,000	INR
Mid Career (4-7 years)	▲ 800,000	INR
Late Career (9-12 years)	▲ 1,200,000	INR
Experienced (13+ years)	▲ 1,800,000	INR

SKILLS THAT AFFECT JOURNALISM SALARIES

Different skills can affect your salary. Below are the most popular skills and their effect on salary.

Investigative Reporting

FOIA experience, Investigative methodology, Data journalism, Longform storytelling

▲ 85%

Multimedia Journalism

Video production, Photography, Documentary filmmaking, Multimedia editing

▲ 75%

Audio Journalism

Podcast hosting, Audio production, Sound editing, Radio reporting

▲ 65%

Finance and Business Reporting

Economic analysis, Financial markets, Corporate reporting, Data interpretation

▲ 70%

Foreign Correspondence

Multilingual reporting, Geo-political knowledge, Conflict zone reporting, Cultural awareness

▲ 80%

Audience Engagement

Community management, Social media engagement, Interactive content, Analytics interpretation

▲ 60%

Investigative Technology Use

Data scraping, OSINT (Open Source Intelligence), Digital forensics, AI analysis

▲ 75%

Legal and Ethical Journalism

Media law, Ethics in reporting, Privacy laws, Fact-checking

▲ 50%

Data Journalism

Data analysis, Data literacy, Visual storytelling, Data visualization

▲ 80%

Digital Fluency

Cross-platform content creation, Social media, SEO, Audience analytics

▲ 70%

Politics and Policy Reporting

Political analysis, Legislative tracking, Policy research, Interviewing officials

▲ 75%

Visual Storytelling

Graphic design, Infographics, Photojournalism, Interactive media

▲ 65%

Editorial Leadership

Content strategy, Team management, Editorial planning, Brand development

▲ 60%

Mobile Journalism

Mobile video shooting, Fast editing, Social media publishing, Real-time reporting

▲ 55%

Science and Tech Reporting

Technical understanding, Science communication, Research skills, Interviews with experts

▲ 70%