

ENTREPRENEURSHIP FOR ENGLISH MAJOR

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English for Media

Week 9

English for Media

- **Meaning of English for Media**
- **Scope of English for Media**
- **Ventures of English for Media**
- **Transcriptionist**
- **Citizen Journalist**
- **Interpreter for Foreigners**

Meaning of English for Media

John V (2008) stated that digital media is the system of public communication, the system of content production and distribution with the computer and network-based technologies that support the creator to make an educating and entertaining content.

English works as a tool for media or nonmedia communication. Therefore, English communication and public speaking skills are essential. the ability to communicate using the English language creates connections with a wider range of audiences.

Scope of English for Media

➤ English Language Acquisition

English language acquisition benefits a person by creating a greater comprehension of how language works and is used. Moreover, media always need language to work with. Language is always being used to deliver the message of every content. Being able to speak fluently, and write effectively will be very helpful for a career in media fields.

Scope of English for Media

➤ Audience

Media always need an audience, there must be a relationship between content and audience. The audience is people who are watching a television program or movie, reading a newspaper, on social media users, or buying an album. Make an up to date and attractive content that will engage the interest of an audience, need to know that audience have selective characters, where they only want to read or watch the newest content, or the one they are interested in.

Scope of English for Media

➤ Ways of Presenting Media

Media can be presented in audio, audiovisual, and paper. Most media works indirectly such as; social media influencers, transcriptionists, journalists, writers, publishers, etc. While for direct only a few jobs such as; radio herald, presenter, and interpreter.

Scope of English for Media

➤ Media Deals with Technologies

Media also deals with technologies, it is essential to develop technology skills. Social media influencers, for example, have to work with a computer to edit and create attractive videos or photos, another example is a journalist who has to work with a camera to capture a picture of some cases or phenomena, then master Microsoft Word to create a professional paper.

Ventures of English for Media

1. Transcriptionist
2. Citizen Journalist
3. Interpreters for foreigners

Transcriptionist

A transcriptionist is in charge of documenting and converting voice recordings.

Listening to audio, such as interviews, notes, and messages, and converting it into written documents. Transcriptionists typically have strong grammar, spelling, and punctuation skills, as well as a fast word-per-minute typing speed.

Source: <https://www.upwork.com>

Transcriptionist

Required skills of becoming a transcriptionist

- Excellent typing
- Computer skills
- Fluency in the language being typed
- Excellent grammar and spelling
- Exceptional editing

Source: <https://www.upwork.com>

Citizen Journalist

Creating your own website and social media as a place to write and present the latest news is an opportunity for a citizen journalist to start a career. In Indonesia itself, there is a site called detik.com. This website is a collection of the latest news pages that are usually read by Indonesian people.

The image shows a screenshot of the detik.com website. At the top, there is a search bar with the text "Cari Berita" and a magnifying glass icon. Below the search bar is a large advertisement for Charles & Keith, featuring a green and orange handbag and the text "CHARLES & KEITH SPRING SUMMER 2022". To the right of the advertisement is a blue box with the text "Spring Summer 2022" and "Koleksi terbaru membuat Anda merasakan keindahan resplendent floral. Temukan lebih banyak." Below the advertisement is the detik.com logo and a banner for "sinarmas land" with the text "Member of sinarmas land Building for a better future" and "WISATA (021) 2908-8000". To the right of the banner is a blue box with the text "Booking Fee Rp. 25 Jt" and "DP 0 Rupiah". Below the banner is a navigation menu with links to detikNews, detikFinance, detikHot, detiknet, detikSport, detikOto, detikTravel, detikFood, detikHealth, Wolipop, 20Detik, and Daerah. Below the navigation menu is a row of news thumbnails, including a photo of a person in a red shirt, a photo of a person in a white shirt, a photo of a person in a red shirt, a photo of a person in a suit, and a photo of a person in a military uniform.

Source: <https://www.detik.com/>

Citizen Journalist

Seeking for payment of Journalist

➤ **Write an up to date news**

One of the requirements for the news to have many readers is to follow the latest trends, the trend of young people who are hits, or it could be international news that is being discussed by many countries, for example, the wars between Russia and Ukraine. After getting enough readers we can start working with some products to display their ads on our website.

Citizen Journalist

Seeking for payment of Journalist

➤ **Looking for a client to work with**

As I mentioned earlier about the war with Russia, we can find some publishers as our clients who will pay for our news article but we have to write high-quality news with some facts. To make sure the client buys and furthermore we can collaborate with them for making another journal.

Citizen Journalist

Seeking for payment of Journalist

➤ **Looking for a brand advertisement**

Scarlett is a local beauty product in Indonesia that is currently trending. Writing news is not only a phenomenon but writing reviews or product promotions is also very interesting for readers. We can write some reviews about their product and ask them to make an advertisement in our platform.

Interpreter for Foreigners

Interpreter vs Translator or Proofreader



Interpreters

We interpret spoken or sign language.



medical appointments



court proceedings



conferences



Translators

We translate written text.



books



contracts



websites

Interpreter for Foreigners

Required skills of becoming an Interpreter for Foreigners

- Understand the cultural aspect
- Vocabulary skills
- Listening skill
- Speaking and Communication skills
- Memorizing skill

Source; <https://thelanguagedoctors.org/how-to-be-a-good-interpreter/>

Interpreter for Foreigners

Seeking an Interpreter job opportunity

➤ **Industrial city**

Cikarang is an industrial city in Indonesia, the city where JIU was placed is very famous with a lot of national and international companies. There must be a company that needs to make a collaboration for other purposes with another company. Selling and offering our interpretation skills might be the best way to work with a company. Mastering another language is also helpful, as one company may collaborate with various international companies.

Interpreter for Foreigners

Seeking an Interpreter job opportunity

➤ **Tourism destination**

Bali is one of the most famous tourist destinations in the world. A lot of people from different countries come with various purposes if it is for the vacation you can help them to communicate with the local people. Or if it is for business for making an infestation in some tourist destinations, but do not know how to communicate and build the relation.

Interpreter for Foreigners

Seeking an Interpreter job opportunity

➤ **Government conference**

A country always works with another country, and mostly English is being used as a language instructor in English. Government conferences such as the president meeting with another president need an interpreter to communicate. Or in a big conference with a lot of people interpreter is essential to deliver the message well.



THANK YOU

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Original Source:

Pavlik, John V. (2008). Media in the digital age. New York : Columbia University Press

<https://www.upwork.com/freelance->

[jobs/transcription/#:~:text=The%20job%20involves%20listening%20to,%2Dper%2Dmin](https://www.upwork.com/freelance-jobs/transcription/#:~:text=The%20job%20involves%20listening%20to,%2Dper%2Dmin)

[ute%20typing%20speed.](https://www.upwork.com/freelance-jobs/transcription/#:~:text=The%20job%20involves%20listening%20to,%2Dper%2Dmin)

detik.com

<https://www.atanet.org/client-assistance/translator-vs-interpreter/>

Source; <https://thelanguagedoctors.org/how-to-be-a-good-interpreter/>