

Future of Broadcasting

As my time of working for the SARC media team slowly comes to end, I cannot help but look back on my year of work experience. Where did that year go to? I guess it is true when they say, *'Time flies by when you're having fun'*.

I have enjoyed my time helping to make social media content to promote Broadcast Production at Queens, it has really made me fall in love with social media, especially TikTok, "TikTok encourages users to produce and upload short videos ranging from 15 to 60 seconds, giving everyone a chance to enjoy their own '15 seconds of fame'" (Green et al. 1), with an app like this right at your fingertips it is clear to see where the future of broadcasting lies .



As much as I enjoyed having fun and creating content, the job did come with its challenges, and one of the most challenging aspects I found was trying to gather the confidence in the first place to be able to post videos of myself on the platform. In this blog post I am going to be reflecting on this challenging aspect using Gibb's Reflective Cycle. The cycle covers six stages: *description, feelings, evaluation, analysis, conclusion, and action plan*. I will be looking into these different stages and applying them to my time working for the SARC media team.



Gibbs Guide

The Job

For my work placement a few of us were instructed in getting our Broadcast Production course out there on social media, as beforehand there was no real presence of the course besides an Instagram account that is shared with the Film Studies course, which makes it hard for the course to stand out to potential new students. Our job was to create TikTok's on our personal accounts so there would be a variety of videos promoting the course yet feel authentic as they videos would come from the students and be posted by the students. At the start this made me feel nervous as I did not like the idea of putting myself out there on TikTok for everyone to see!

My Experience

I would not consider myself a shy person, put me in a room with hundreds of people and I would happily stand in front of them and give a talk. In second year, I even presented our live TV show, however, there was something about TikTok that scared me. I think it was the idea of how personal it is. Confidence is, "The excitement you'll feel knowing that whatever the result you'll have gained greater knowledge and understanding", (https://youtu.be/L_NYrWqUR40) and going ahead I knew I had to lead with this mentality. The best part of this experience was that it allowed me to quickly develop an attitude of not caring what anyone else thinks and you may never know what you could get from putting yourself out there.

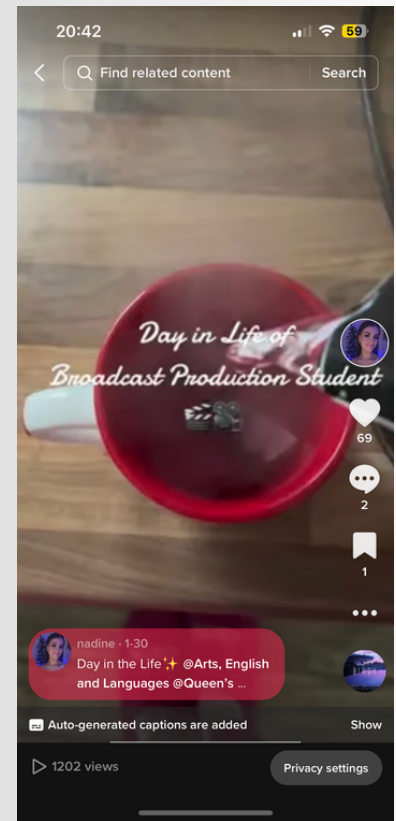


The least enjoyable part of the whole experience was trying to come up with a fresh idea every week. Each week we had to upload a new TikTok that was Broadcasting related but somehow had to incorporate what was current and trending. New trends came and gone in a flash, what was trending one week was suddenly seen as old and outdated the next, so we knew when we seen a trend we had to immediately get involved and do our take on it. Additionally, one of my biggest takeaways from my work placement was the different careers I could branch into from content creating. Content creators create content for websites, social media, promotional materials, and other platforms. Nowadays TikTok is the number one platform for businesses to promote themselves to the public, this helps to generate sales and work placement has helped showed me that I could go into a career like this.

What Would I Do Differently?

Looking back now, I would have more confidence in myself and know that I can produce top quality content. The biggest lesson I have learnt from my experience is to not be afraid to put myself out there, especially in an industry that involves getting my name out there and getting known by others, I feel it took this push from the SARC media team to show me that confidence is the key to everything. As the saying goes 'You got to fake it until you make it'. If a similar challenge like this rose again in the real working world the best thing for me to do would be gather knowledge of the topic I was appointed with and try my best to create something authentic to the topic at hand.





Getting involved with the current trend at the time

"There is general agreement that placement provides a range of benefits for students including the opportunity to: a) apply knowledge in a commercial environment while developing core competencies; b) become familiar with professional practices; c) raise graduate labour-market value; d) develop workplace maturity." (Duigan, 215), I believe this statement to be true I feel confident in all these areas from my experience at Queen's and I feel both ready and excited to get out into the real working world so show off what I have to offer.

Work Cited

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