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Class:- BAJMC- III Year

Subject: - Media Management

UNIT – I	WHAT IS MEDIA? WHAT IS MANAGEMENT? Significance of media management, FIRST PRESS COMMISSION, SECOND PRESS COMMISSION
UNIT – II	ownership pattern in mass media in India –sole proprietorship ,partnership , private company, public limited company, trust ,co operative society organizational theory , delegation , decentralization, motivation control, co ordination.
UNIT – III	Hierarchy function and organizational structure of departments : genral management ,finance , circulation , advertising ,production , Apex bodies :DAVP , INS and ABC
UNIT – IV	economics of print and electronic media ,legal and financial aspect of newspaper , production cost ,news portal management
UNIT – V	planning and production of program production, administration program management in media, human research development for media , market survey



UNIT -I

WHAT IS MEDIA?

The term Media is the plural form of medium, which (broadly speaking) describes any channel of communication. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information.

WHAT IS MANAGEMENT?

The process of dealing with or controlling things or people. Management is doing things right. It's the discipline of planning, organizing, leading and controlling an organization. That is to say that managers have many styles and management has many types.

MEDIA MANAGEMENT Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of media enterprises. Media management contains the functions strategic management, procurement management, production management, organizational management and marketing of media enterprises. What do you mean by media management? Media management. ... "Media Management consists of 1) The ability to supervise and motivate employees and (2) The ability to operate facilities and resources in a cost-effective (profitable) manner." What is media organization? Media Organization Law and Legal Definition. The term "media organization" means "a person or entity engaged in disseminating information to the general public through a newspaper, magazine, other publication, radio, television, cable television, or other medium of mass communication." Management in media organization The transfer of successful managerial practices from the private to the public sector is an important approach used by modern media organizations. Media management is distinctive also in ethical dilemmas that are obvious also in television organizations. Any organized community of people (organization) needs to be constantly administered and managed, regardless of its formal structure (private or public corporation, institution, association) or its size and the socio- political arrangement in which it operates and develops. However, most of those who have studied organizational issues from a scientific or political point of view paid most attention to the analysis and content of two primary organizational



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functions, that is, management and administration of organizations in concrete political and economic circumstances.

Significance of media management:

The right public connections is essential if you are into different kinds of marketing and advertising programs that are developed towards improving the image of your business. As it is, press release is entirely about building the right relationship to promote or advance the reputation of the company, its management as well as employees. In addition to this, you require the best insider marketing in order to communicate your message to obtain supporters, advocates and allies in the institution and the entire community. By means of the right press exposure, you can even seek the services of people to help you in boosting the image of your company and in improving your organization's image in the unique internet. However, if you will work with several funding organizations, you will know that you can actually obtain the result that you have always wanted. True enough, it is not that easy for any one to build a company name especially in these modern times when several organizations are currently improving their own reputation so as to convince the group that they have the most popular and top quality offers. True enough, the best press exposure can also help in the growth of any company and getting it connected to the right establishments as well as economical aid from various departments. The fact remains that press release is not simple advertising or marketing; you also have to include exposing the company to various special events, community relations, social networking, blogging, internal relations, and other important works that are geared towards achieving the best media exposure. Hence, what is the most excellent way for you to be sure that you are going to get the best possible result? Public or media connections is very essential especially for a new company; this is applicable to an organization's connection with several press websites and even professionals in the online press release world. The same as any other type of media consulting, the concept performs through developing connection so as to link the organization's objective, goals, ideas and other newsworthy actions. Notwithstanding the fact that most organizations want to keep their primary focus on creating more highly effective relationships with the group, it's simply essential for any organization to make sure that it has a powerful connection with the press in order to obtain the best results. True enough, there are times when information launch is seen or considered as a device that is used for boosting certain information experiences, but if you truly evaluate its significance, you will see



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that it will certainly increase the image of the organization and persuade many people to use the products which are being marketed. The right public connections is essential if you are into different kinds of marketing and advertising programs that are developed towards improving the image of your business. As it is, press release is entirely about building the right relationship to promote or advance the reputation of the company, its management as well as employees. In addition to this, you require the best insider marketing in order to communicate your message to obtain supporters, advocates and allies in the institution and the entire community. By means of the right press exposure, you can even seek the services of people to help you in boosting the image of your company and in improving your organization's image in the unique internet. However, if you will work with several funding organizations, you will know that you can actually obtain the result that you have always wanted. True enough, it is not that easy for any one to build a company name especially in these modern times when several organizations are currently improving their own reputation so as to convince the group that they have the most popular and top quality offers. True enough, the best press exposure can also help in the growth of any company and getting it connected to the right establishments as well as economical aid from various departments. The fact remains that press release is not simple advertising or marketing; you also have to include exposing the company to various special events, community relations, social networking, blogging, internal relations, and other important works that are geared towards achieving the best media exposure. Hence, what is the most excellent way for you to be sure that you are going to get the best possible result? Public or media connections is very essential especially for a new company; this is applicable to an organization's connection with several press websites and even professionals in the online press release world. The same as any other type of media consulting, the concept performs through developing connection so as to link the organization's objective, goals, ideas and other newsworthy actions. Notwithstanding the fact that most organizations want to keep their primary focus on creating more highly effective relationships with the group, it's simply essential for any organization to make sure that it has a powerful connection with the press in order to obtain the best results. True enough, there are times when information launch is seen or considered as a device that is used for boosting certain information experiences, but if you truly evaluate its significance, you will see that it will certainly increase the image of the organization and persuade many people to use the products which are being marketed.



FIRST PRESS COMMISSION :

FIRST PRESS COMMISSION (1952-54) Before independence majority of the Nationalist press was contributing to the freedom struggle against the British government as a mission. But after independence there was a lack of objective in front of the press. Many owners/editors started looking at press as a tool for their personal interest. It was found that there was a great deal of defamatory writing often directed against communities or groups, of indecency and vulgarity and personal attacks on individuals. It was also noted that some sections of press were involved in yellow journalism. Hence there was a need to map the status of the press in order to check the malpractices and to keep the professional standards high. The first Press Commission was appointed in 1952 with these objectives. Justice G. S. Rajadhyakhsa was the Chairman of the first Press Commission. It was constituted on 23rd September 1952 by the Ministry of Information and Broadcasting (MIB). Some of the other members of the 10 member working group were Dr. C.P. RamaswamyAiyer, Acharya NarendraDeo, Dr. Zakir Hussain, and Dr. V.K.V. Rao. After considering the recommendations of the Press Commission and the note submitted by the MIB, the Union Cabinet adopted a Resolution on 13 September, 1955, which became the basic policy document in regard to the Press in India. Need of the First Press Commission: The objectives of the first press commission were as following:

- 1) to secure freedom of speech and expression
- 2) to curb-yellow journalism, sensationalism, malicious attacks on public men, indecency and vulgarity, bias in presentation of news and lack of responsibility in comment
- 3) to inquire the control, management and ownership, the financial structure as well as other important aspects of the newspaper industry in the country.

Recommendations of the First Press Commission:

The recommendation of the first press commission for the first time provides idea of what a responsible press should be:

- ◆To protect the freedom of the press and to maintain high standards of journalism, a Press Council should be established.



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- ◆ To prepare the account of the press and the position of every year, there should be appointment of the Registrar of Newspaper for India (RNI). MEDIA ORGANISATION Odisha State Open University 10
 - ◆ Price-page schedule should be introduced to protect the small newspapers from the fierce competition
 - ◆ For maintaining a cordial relationship between the government and the Press, a Press Consultative Committee should be constituted.
 - ◆ Working Journalists Act should be implemented.
 - ◆ It recommended establishment of a fact-finding Committee to evaluate the financial position of the newspapers and news agencies.
 - ◆ For protecting the main principles of the freedom of the press and to help the newspapers against monopolistic tendencies, a Newspaper Financial Corporation should be constituted.
 - ◆ It had also recommended the conversion of the PTI into a public corporation.
 - ◆ There should be indigenisation of both capital and the staff especially at the higher levels and it was highly desirable that proprietary interests in publication should vest predominantly in Indian hands. Achievements of the First Press Commission: The first Press Commission has some commendable achievements to its credit. Its report led to certain significant measures towards regulating the newspaper industry.
 - ◆ PCI was established in the year 1966 to regulate the press.
 - ◆ RNI was appointed in July 1956 to prepare an account of the publications and titles. ◆ Price-page was scheduled in 1956 but later it was shot down in court.
 - ◆ Press Consultative Committee was constituted on 22nd September 1962.
 - ◆ Working Journalists Act was accepted in 1955 the working journalist and other newspaper employees (conditions of services) and miscellaneous Provisions Act was set up.



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◆ A Fact Finding Committee on financial position of the newspapers and news agencies was set up on 14th April 1972. It submitted its report on 14th January 1975.

◆ The need of the Newspaper Financial Corporation was accepted in principle and on 4th December 1970, a Bill was also presented in the Lok Sabha, but it lapsed

SECOND PRESS COMMISSION:

SECOND PRESS COMMISSION (1978/80-82) The second Press Commission came barely 15 months after the first experience of government censorship that the Indian Press went through during Emergency, 1975- 1977. After the emergency was lifted, the new government of India constituted the Second Press Commission on May 29, 1978. The Commission was set up under the chairmanship of Justice P.C. Goswami but he and his colleagues resigned in January 1980, with the formation of new government. The commission was reconstituted in April 1980 under the chairmanship of Justice K.K.Mathew.

Objectives of the Second Press Commission :The second press commission wanted the press to be neither a mindless adversary nor an unquestioning ally to the government. Its terms of reference included studying..

◆ the role of the press in a developing and democratic society.

◆ the present constitutional guarantee with regards to freedom of speech and expression; whether this is adequate to ensure freedom of the press, adequacy and efficacy of the laws, rules and regulations for maintaining this freedom.

◆ means of safeguarding the independence of the press against economic and political pressures from proprietors and management

◆ role of the press and the responsibilities it should assume in developmental policies

◆ ownership patterns, management practices and financial structures of the press, their relation to growth, editorial independence and professional integrity

◆ chain newspapers, links with industry, their effects on competition and on the readers' right to objective news and free comments



- ◆ the economics of the newspapers industry.

Recommendations of the Second Press Commission: The commission submitted its report in 1982. It wanted free press works as a responsible and constructive critic of the government. The commission felt that the editors' authority should extend not only to the contents of the advertisements but also to the proportion of space devoted to them. The commission said that for development to take place, internal stability was as important as safeguarding national security. The commission MEDIA ORGANISATION said that the press has a social responsibility and accountability to the public and it cannot enjoy absolute freedom at least in developing country like India.

The main recommendations were as follow:

- ◆ An attempt should be made to establish a cordial relation between the government and the press. ◆ For the development of small and medium newspaper, there should be establishment of Newspaper Development Commission.
- ◆ Newspaper industries should be separated from industries and commercial interests.
- ◆ There should be appointment of Board of Trustees between editors and proprietors of the newspaper.
- ◆ Price-page schedule should be introduced.
- ◆ There should be a fixed proportion of news and advertisements in small, medium and big newspaper.
- ◆ Newspaper industries should be relieved from the impact of foreign capital.
- ◆ No predictions should be published in newspapers and magazines.
- ◆ The misuse of the image of the advertisement should be discontinued.
- ◆ The government should prepare a stable Advertisement Policy.
- ◆ The Press Information Bureau should be reconstituted.



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UNIT II

Types of ownership pattern :

Solo proprietorship: Definition

A **sole proprietorship** : is a non-registered, unincorporated business run solely by one individual proprietor with no distinction between the business and the owner. The owner of a sole proprietorship is entitled to all profits but is also responsible for the business's debts, losses, and liabilities.

Limited Partnerships : Limited partnerships are costly and complicated to set up and run, and are not recommended for the average small business owner. Limited partnerships are usually created by one person or company (the "general partner"), who will solicit investments from others (the "limited partners"). The general partner controls the limited partnership's day-to-day operations and is personally

Cooperatives : Some people dream of forming a business of true equals -- an organization owned and operated democratically by its members. These grassroots business organizers often refer to their businesses as a "group," "collective," or "co-op" -- but these are often informal rather than legal labels. For example, a consumer co-op could be formed to run a food store, a bookstore, or any other retail business. Or a workers' co-op could be created to manufacture and sell arts and crafts. Most states do have specific laws dealing with the set-up of cooperatives, and in some states you can file paperwork with the secretary of state's office to have your cooperative formally recognized by the state



Organizational theory :

Organizational theory is the sociological study of the structures and operations of social organizations, including companies and bureaucratic institutions. Organizational theory includes the analysis of the productivity and performance of organizations and the actions of the employees and groups within them.

Delegation :In management, delegation is the act of assigning tasks to team members in a department or project team. Often, these are tasks that the manager might have performed when the team was smaller or had fewer obligations. As teams grow and assume greater responsibilities, effective managers assign some of their tasks to members of their team, which allows them to focus on management responsibilities, like training and performance reviews.



Unit III

Hierarchy function and organizational structure of Departments : general management

General management is the process of overseeing and coordinating various aspects of an organization to achieve its goals and objectives efficiently and effectively. General managers will commonly find themselves charged with numerous tasks and responsibilities. Typically, key responsibilities that constitute the very foundation of a general manager's position include:

- Employees supervision
- Budget administration
- Departments coordination
- Strategic planning oriented to the company's growth

Circulation department:

The main responsibilities of the circulation department are :- -

- Selling the newspaper
- Delivering it
- Collection from subscribers.

Advertising department:

Advertising is the major source of revenue from a newspaper. As such, the work of collection and publication of advertisements becomes crucial in a newspaper organization. The Advertising department looks after this work. There can be several sections in this department one to look after local advertising, one for classified ads, one for general / national advertising, one for legal advertising and yet another one for preparing copy and so on.

Printing Department :

It looks after all the work of printing including installation of machines, plant layout, composing, processing, loading, scheduling, maintenance of machines etc.



DAVP :

The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also route their advertisements through DAVP. As a service agency, it endeavours to communicate at grass roots level on behalf of various Central Government Ministries.

The origin of DAVP can be traced to the times of World War-II. Immediately after the out-break of Second World War, the erstwhile government of India appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of the Chief Press Advisor. A post of Advertising Consultant was created in June 1941 under the Chief Press Advisor. This is where DAVP has its roots. On March 1, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting. Following the expansion in its scope, functions and activities, this Advertising unit was declared an Attached Office of the Ministry of Information & Broadcasting on October 1, 1955. The office also assumed the name of Directorate of Advertising & Visual Publicity(DAVP). DAVP was further declared as Head of a Department on April 4, 1959. By virtue of this declaration, financial and administrative powers were delegated to DAVP.

DAVP has been working as a catalyst of social change and economic growth over the years. It has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and for eradication of poverty and social evils.

- To perform the functions of a multi-media advertising agency for the Central Government.**
- To act as service agency for Central Government ministries/departments to meet their publicity needs including production of media inputs as well as dissemination of messages/information.**
- To help Central Government departments in formulating communication strategies/media plans and help implement them at the grass-root level by providing multi-media support.**



The channels of communication used are :

- **Advertisements - Release of press ads**
- **Exhibitions - Putting up exhibitions**
- **Outdoor Publicity - Display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners etc.**
- **Printed Publicity - Booklets, folders, posters, leaflets, calendars, diaries etc.**
- **Audio & Visual Publicity - Spots/Quickies, jingles, sponsored programmes, short films etc.**
- **Mailing of publicity material - Distribution of publicity material**

The main set-up of DAVP at the headquarters consists of :

- 1. Campaign Wing - for coordinating publicity campaigns**
- 2. Advertising Wing - for release of press advertisement**
- 3. Outdoor Publicity Wing - for display of outdoor publicity material**
- 4. Printed Publicity Wing - for printing of publicity material**
- 5. Exhibition Wing - for putting-up exhibitions**
- 6. Mass Mailing Wing - for distribution of publicity material**
- 7. Audio-Visual Cell - for production of audio/video programmes**
- 8. Studio with DTP facility - for designing**
- 9. Copy Wing - for making copy**
- 10. Coordination Cell - for coordinating PQs, VIP ref., Parl. Committees**
- 11. Electronic Data Processing Centre - for processing of bills.**
- 12. Accounts Wing**
- 13. Administration Wing**

DAVP has a network of offices spread all over the country. DAVP has:-

- **Two Regional Offices at Bangalore and Guwahati to coordinate the Directorate's activities in the region.**
- **Two Regional Distribution Centres at Calcutta and Chennai look after distribution of publicity material in eastern and southern regions, respectively.**
- **35 Field Exhibition Units which include seven mobile exhibition vans, seven family welfare units and 21 general field exhibition units.**



- **Regional Exhibition Workshop at Chennai and**
- **Exhibition Kit Production Centre at Guwahati assist the Exhibition Division at headquarters in designing and fabricating exhibits.**

Some of the important subjects publicised by DAVP include:-

1. *Health & Family Welfare*
2. *Drug Abuse & Prohibition*
3. *Women & Child Development*
4. *Upliftment of Girl Child*
5. *Education*
6. *Adult Education*
7. *Non-Conventional Energy Sources*
8. *Mahila Samridhi Yojana*
9. *National Integration & Communal Harmony*
10. *Creating public opinion against dowry, female infanticide, child labour, beggary etc.*
11. *Blood Donation*
12. *AIDS Awareness*
13. *Consumer Protection*
14. *Safe Drinking Water*
15. *Welfare of the Handicapped*
16. *Water-Borne Diseases*
17. *Handicrafts*
18. *Social Welfare Programmes*
19. *Agriculture*
20. *Food & Nutrition*
21. *National Social Assistance Programmes*
22. *TRYSEM*
23. *IRDP*
24. *DWCRA*
25. *Employment Assurance Scheme*
26. *Jawahar Rozgar Yojana*
27. *Panchayati Raj and*
28. *Commemoration of 50 Years of India's Independence*



INS: **he Indian Newspaper Society** (INS:formerly *Indian and Eastern Newspaper Society*) acts as the central organization of the [Press of India](#), an independent body authenticating circulation figures of newspapers and periodicals in India. It plays a major role in protecting and promoting freedom of the press in [India](#). The society was founded in 1939. Its headquarters are at Rafi Marg, [New Delhi](#).

INS membership comprises the owners, proprietors and publishers of print media who discusses and suggest various measures to the government regarding the problems related to the newspaper industry. It is a kind of pressure group which works to protect the interest of newspaper industry in particular and print media in general.

The Indian newspaper industry today faces problems ranging from rising cost and paucity of newsprint to shrinking revenue from advertisements due to the rise of online media. The executive committee of INS represents 990 members, ranging from newspapers and journals to periodicals and magazines.

K. Raja Prasad Reddy of Sakshi (Media Group) is the current president of the society for the year 2022–23.

On 27 February 2014, the society marked its platinum jubilee with a celebration at Vigyan Bhavan, New Delhi. The President of India, Mr. [Pranab Mukherjee](#), was chief guest and gave away commemorative plaques to extant founding members – *Bombay Chronicle*, *The Hindu*, *The Hindustan Times*, *The Pioneer*, *The Statesman*, *The Times of India* and *The Tribune*. On this occasion, President Mukherjee was also presented the first copy of a book *Threescore and Fifteen – The Story of the Indian Newspaper Society* written by INS president Ravindra Kumar. Priced at Rs 399, the book chronicles the accomplishments of and challenges faced by the society and is vital reading for media practitioners and policy makers. Copies can be ordered from the INS secretariat at Rafi Marg, New Delhi.

Audit Bureau of Circulations (ABC)



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ABC of India is a [non-profit](#) circulation-auditing organisation. It certifies and audits the circulations of major publications, including newspapers and magazines in [India](#).

ABC is a voluntary organisation initiated in 1948 that operates in different parts of the world. Until 1948, the concept of circulation audit was yet to be made in India and the publishers had no means to verify the actual circulation number of publications that they used for advertising and had to depend more on their own judgement. Publishers also found it difficult to convince advertisers of the relative values of their publication for the purpose of advertising. It is with this background that eminent representatives of the advertising profession and publishing industry came together to establish an organisation which could serve the common interest. Since then, the benefit of ABC certificates of circulation have been availed by advertisers, advertising agencies, publishers and organisations connected with print media advertising. The current chairman of the Audit Bureau of Circulations (India) is Devendra Darda and the deputy chairman is Karunesh Bajaj.



UNIT IV

: economics of print and electronic media ,legal and financial aspect of newspaper , production cost ,News portal management

Media enterprises are strategically organized economic entities whose central work is generating and marketing of media. The generation of media is the bundling of internally and externally generated content and its transformation into a medium. The marketing is the direct or indirect distribution of media. The term media in this connection is restricted to one-to-many-communication with one sender and a large number of consumers. More precisely, the focus is on newspapers, magazines, books, music, television, films, internet and games. More details can be drawn from the graphic illustrating the definition of media enterprises.

In order to understand management in media enterprises it is crucial to build a larger picture of the media marketplace. The characteristics of media markets differ from markets of other economic sectors in several ways.

One characteristic of media markets is the multidimensional competition. Media enterprises operate in three different markets. They sell their services in form of content like information and entertainment, as well as in form of advertising space. These services are offered for different business markets. The content is offered to the consumer markets which differ depending on the type of media and the way it is used by consumers. The advertising spaces are traded on advertisement markets.

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PR (Public Relation): can be an effective tool for business growth by generating increased brand awareness, creating new customers and business, impressing current and potential investors, and driving better community engagement.

A PR campaign involves the production and release of strategically planned content designed around any number of business goals. These could include, but are not limited to: promoting a product release, announcing a new executive hire or reorg, announcing a merger or acquisition, damage control during or after a crisis, or creating buzz prior to a big reveal.

News portal management

News Portal is an online communication medium for internet users which are read all over the world. ... The news portal development allows to publish publications, press releases, columns, articles, blogs and other news related content. A news portal is an access point to news; This is generally thought of as a Internet connection to a news source but the definition of a "Portal" would include a newspaper, magazine or any other access to news. A web portal is any access point to the Internet.



UNIT V

planning and production of program production, administration program management in media, human resource development for media, market research survey

The media production process refers to the series of steps involved in creating media content, such as films, television shows, documentaries, commercials, or other forms of visual or audiovisual content. While the specific process may vary depending on the type of media production and the organization involved, here is a general overview of the key stages:

1. Pre-production:

- Concept Development: Generating ideas, brainstorming, and creating a concept or script.
- Scriptwriting: Developing a screenplay, script, or detailed outline of the content.
- Storyboarding: Creating visual representations (drawings or digital images) of key scenes or shots to plan the visual composition.
- Casting: Selecting actors or performers for the project.
- Location Scouting: Identifying suitable filming locations.
- Production Design: Planning and designing the visual style, sets, costumes, props, and other aesthetic elements.

2. Production:

- Filming or Recording: Executing the planned shots and scenes, capturing video footage, and recording audio.
- Directing: Overseeing the creative aspects of the production, guiding the actors, and ensuring the vision is realized.
- Cinematography: Capturing the visuals, including framing, lighting, camera movement, and shot composition.
- Sound Recording: Capturing high-quality audio, including dialogue, sound effects, and music.
- Art Direction: Managing the visual style and aesthetics during filming or recording.

3. Post-production:

- Video Editing: Selecting the best footage, arranging it in a logical sequence, and trimming unnecessary content.
- Sound Editing: Editing and mixing audio elements, including dialogue, music, and sound effects.
- Visual Effects (VFX): Incorporating computer-generated or enhanced visuals.
- Color Grading: Adjusting and enhancing the color and tone of the footage to achieve the desired look.



- Music and Sound Design: Adding or creating music and sound effects to enhance the storytelling.
- Titles and Graphics: Designing and integrating text, titles, credits, and any necessary graphics.
- Finalizing: Creating the final version of the media content, ready for distribution or exhibition.

4. Distribution and Exhibition:

- Marketing and Promotion: Creating marketing materials, trailers, posters, and promotional campaigns to generate interest.
- Distribution: Determining the distribution channels, such as theaters, television networks, streaming platforms, or physical media.
- Exhibition: Releasing the content for public viewing through selected channels or platforms.

It's important to note that the media production process can be complex and involve a large number of professionals with specialized roles, such as producers, directors, screenwriters, cinematographers, editors, sound engineers, visual effects artists, and more. The process may also vary depending on the scale and budget of the production.

Human Resource Development (HRD) is a crucial aspect of any organization, which involves the process of developing and nurturing the skills, knowledge, and abilities of employees to improve their performance and productivity. Features of HRD

- HRD aims at the continuous development of employees throughout their careers in the organization.
- It involves a systematic approach to identify the training and development needs of employees.
- HRD is a process that involves both the employee and the organization working together to achieve mutual goals.
- It includes a variety of methods such as training, mentoring, coaching, job rotation, and career development.

Objectives of HRD

- To improve the productivity and performance of employees
- To enhance the skills, knowledge, and abilities of employees to meet the changing demands of the organization
- To provide opportunities for career development and growth for employees



- To create a positive work environment that fosters continuous learning and development
- To align the goals of employees with the objectives of the organization

Types of HRD

- **Training and Development:** It involves imparting knowledge and skills to employees through various methods such as classroom training, e-learning, on-the-job training, etc.
- **Career Development:** It involves providing opportunities for employees to advance in their careers through promotions, job rotations, and other career development programs.
- **Performance Management:** It involves setting goals and objectives for employees and providing regular feedback to help them improve their performance.
- **Succession Planning:** It involves identifying and developing future leaders of the organization.

Functions of HRD

- - **Assessment of Training Needs:** This involves identifying the skills and knowledge gaps of employees and designing training programs to address them.
 - **Design and Delivery of Training Programs:** This involves developing and delivering training programs that meet the needs of employees and the organization.
 - **Evaluation of Training Programs:** This involves measuring the effectiveness of training programs in terms of improving the skills, knowledge, and abilities of employees.
 - **Career Planning and Development:** This involves providing employees with opportunities for career growth and development.
 - **Performance Management:** This involves setting performance goals, providing regular feedback, and conducting performance appraisals.

Market research :

Market research involves gathering information about your competitors, your industry, and (most importantly) your customers so you can predict their future needs and



understand the size, characteristics, and composition of your audience. This information can then be used to tailor your core messaging to that subgroup of the population.

Personalized content drives more sales because it resonates with your customer on a deeper level, causing them to engage more with your online content and leading to earned media—a kind a free marketing where consumers share your content because they like your brand personality and care about what you have to say.

Market research can be further broken down into four subcategories of research, all of which you should conducted prior to developing your marketing strategy.

4 Types of Market Research:

1. Cultural Research
2. Industry Trend Research
3. Competitive Research
4. Audience Research