

Media studies and Mass Communication

Major Assignment

6th semester



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Id # 13702

Date 10/06/2020

Media director:

- Successfully implementing company policy
- Developing strategic plans
- Maintaining a dialogue between shareholders and the board
- Controlling finance
- Building and maintaining an effective management team
- Assuming full accountability for the board for all company operations

CEO :

- Media director and the CEO role are the same mostly.#

CFO:

- The chief financial officer (CFO) is the officer of a company that has primary responsibility for managing the company's finances, including financial planning, management of financial risks, record-keeping, and financial reporting. In some sectors, the CFO is also responsible for analysis of data. Some CFOs have the title CFOO for chief financial and operating officer.

COO:

- It is second in command after the CEO. Support the CEO The COO by contrast, is often the “back of house” player, working behind the curtain in the details to ensure that the execution of the CEO’s vision is being realised, that supporting teams and processes maintain alignment, and monitoring and managing when key metrics are drifting off course to help pull them back into alignment. The diversity of functions that a COO covers can span finance, HR, IT, legal and risk management, quality assurance, sales enablement and resource management.

Market manager:

- Create valuable and appealing content that attracts and converts our target groups

- Prepare and observe the marketing budget on a quarterly and annual basis and allocate funds wisely
- Develop strategic relationships and partner with key industry players, agencies and vendors
- Organize conferences, trade shows, and major events
- Build brand awareness and positioning
- Recognize deficiencies in existing marketing campaigns and develop practical solutions within the budget
- Communicate with senior management about marketing initiatives and project metrics, as well as to brainstorm fresh strategies
- Develop a social media strategy using all relevant platforms to reach our target audience

News Director:

- The News Director (ND) leads and manages the planning, production and presentation of news. The ND supervises the news department staff. The ND reports to (the general manager / program director) and works in cooperation with station leadership and staff to support the station mission.

The ND has responsibility and understanding of news planning, reporting, editing and production. The ND helps define and maintain ethical, editorial, artistic and technical standards for broadcast news programs. The ND assists with news programming decisions and news operations. The ND, as the station's top news authority, is responsible for the journalistic integrity of all station activities and platforms.

Director current affairs:

- Formulate and give direction and leadership to Current Affairs, aligning staff around a single, integrated, vision for the division. Create an environment which attracts the most creative and diverse staff, encouraging individuals and teams to create their best work. Provide editorial and creative leadership and inspiration to

Current Affairs to enhance the strength, depth and quality of its services.
Define director Current Affairs' overall editorial and strategic direction, ensuring at all times that its output meets the standards required of the best of journalism.

Director administration:

- Overseeing day-to-day operations.
- Developing organizational policies.
- Disbursing funds to managers.
- Managing administrative budgets.
- Hiring and training administrative staff.
- Negotiating contracts and agreements with vendors.
- Maintaining corporate relationships.
- Monitoring operating expenses.
- Liaising with HR and other departments.
- Updating executives on business performance.

Controller:

The controller is responsible for ensuring that they are issued on time, in accordance with generally accepted accounting principles (GAAP) and that they fairly and accurately reflect the company's current financial position.
Maintenance of accounting records falls under the purview of the controller.

Editor in chief:

Editors in chief manage and oversee the content produced for publications or websites. This includes reviewing all content produced, such as articles and

photographs, developing strategies and style guidelines, and representing the brand at social events throughout the year.

Editor:

An editor is responsible for ensuring the accuracy and quality of a company's written materials. They are responsible for planning and creating written materials. ... One of the most important skills that an editor will have is their ability to improve on other people's work.

SUMMARY OF CHAPTER 4:

Online advertising and viral marketing

This chapter focuses on the online advertising of a product and viral marketing campaign. In this chapter we will understand the term online advertising and viral marketing campaign. What is online advertising to understand it better we first have to define it then we will move onto the examples of online advertising. For a social media strategy is considered as the online advertising. Let me simplify the online advertising. It is clear from the name online means that it may be on internet or in internet or by internet, as we know the advertising. So advertising on social media is online advertising. Why is need of online advertising because the internet is fastest way to reach the require audience in a very minimum time. Also when you are far away from the shop you desire or what to buy staff from the online advertising helps in the reaching the store or more like the website of the store. The online advertising contain all the information of the product that is only one touch or click far away from you. Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

In this chapter the online advertising has been differentiated form the traditional way. The traditional way is newspaper television and the advertising that occurs in radio as well, which is now a day not very much used because of the social media and the internet. The chapter also tells us that there are some types of online advertising that we see using the internet or social media. Which are as following.

Text ads: Textual ads that are frequently based on the user's search keywords in search engines or on the content of a specific web page.

• **Display ads or banner ads:** Ads which combine text with graphical images (e.g., using pop-ups, buttons, or screen savers) and which are possibly similar to traditional ads.

- **Classified ads:** Small text ads presented by product category (e.g., classified postings in newspapers or magazines).
- **Rich media ads:** Ads that look like television commercials (e.g., with audio, video, or other animation or interaction).
- **Referrals or lead generation ads:** Ads that appear in an advertising network which serves as a lead generation device.
- **Sponsorship ads:** If an organization sponsors a third-party website, it can usually show its ads on the sponsored site too.
- **Email ads:** Ads that appear in direct electronic messages (and which inherently differ from social media ads).

Now some of these advertising may be paid or some may be free depend on the organization and when it was established.

The chapter helps us in starting/ launching online advertising. For online advertising we should learn that what kind of audience the advertising should attract toward itself, we should gather all the information about the audience such as geographic and demographic.

Determine the strategy, in order to attract the audience we should make such promotional advertising which should contain all the information that the customer needs. This strategy attracts the audience toward the product. Its because the customer tries to find the desirable product for himself only if your done with the demographic of a customer.

Legislature section of this chapter referred to personalized or targeted ads, their advantages and the risk for privacy drawbacks. Particularly, the purpose to show ads that align with the user's personal Internet history is only possible if personal data are stored to some degree (e.g., data on previous search queries or social media profiles). The question, however, remains which personal data are stored, how they are used afterwards, by whom, how they can be corrected, etc. (Smith et al. 1996). Consequently, this section looks at legal issues to protect the personal data of Internet users and social media users in particular.

As for everything there is advantage and disadvantage. Same as the online advertising there is also some disadvantages for it. The online advertising no doubt makes it easy to reach the required audience but repetition of the advertising can make negative influence on its viewer means that the viewer can get bored if the advertising is appearing again and again in front of him.

Viral marketing or viral advertising is a business strategy that uses existing social networks to promote a product. Its name refers to how consumers spread information about a product with other people, much in the same way that a virus spreads from one person to another.

A viral marketing campaign relies on unsolicited (i.e., not upon request), mouth-to-mouth communication through the Internet and social media. However, in contrast to traditional mouth-to-mouth communication, a viral campaign is inherently created by an organization to promote itself as an employer (e.g., for e-recruitment), its brand (e.g., for brand recognition), or its products and services (e.g., for product awareness, higher sales, etc.). Particularly, a viral campaign can help create awareness, trigger interest, and generate sales or product/service adoption. Once a viral campaign is launched, the receivers become new senders, and the message continues to spread, independent of the organization. In other words that the audience themselves start sharing the advertising from one to another from another to another and to be continued. Just like online advertising it also tries to make it clear that how can we enable the viral marketing. For the viral marketing it is necessary to have content that people are eager to share such as video that contain emotions or a message or awareness that is common, a picture with thousand words or graphic or it could be like magazine type etc. and focus on trendsetters, namely, people who can influence others and who can start the sharing process. Here what the chapter says that a person who is famous a star, a cricketer, footballer, racer etc can help in enable the sharing process because of their audience tries to follow their ideals. As we know its advantage that once the process of sharing it will be continued there is no stopping and the disadvantage is that once it started the organization won't have any control on its advertisement.