

Media studies and Mass Communication

Final Term Assignment



Muhammad Haider Khan

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Q#1

Paywall:

Definition: Paywall is a method, of restricting the access to online content through paid subscriptions. Just like digital material providers like magazine, newspaper etc, the publishing house use paywall to monetize their website. This method was started in the mid of 2010. The paywall have been used as a way of increasing the number of print subscribers. For example some print media allow access to online contents as well as they provide Sunday edition at a low cost than online access. Some newspaper uses this example as a tactic for increasing the demand of newspaper circulation and online revenue. There are three type of paywalls.

- Hard Paywall
- Soft Paywall
- Metered paywall

Hard paywall: hard paywall are those which do not provide any online content to the viewers before subscription. Means that no free contents and prompts. Simply the user has to pay and subscribe first in order to get access to the online content. The example of hard paywall, means who follow/ use hard paywall are the British time, the wall street journal, and financial time.

Soft paywall: in soft paywall free online contents are accessible to the user, that is why its called as the freemium. There is no restriction, no subscription is required and no need to pay to access any online content or to read article. Another thing in soft paywall is that individual content are not free they must subscribe and pay. This method is widely used in France and Germany.

Metered paywall: metered paywall is combination of soft and hard paywall because there are some contents that maybe free and accessible to the reader, it's clear from the name "meter" means that measurable contents can be access by one individual. For example an individual can access to 4 articles not much. And after completing that access or measured access he has to pay and subscribe in order to get access and read.

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Q#2

Business model: business model is used to make plan in order to make a good profit/ revenue. It identifies the products or the service of business plan to sell. The business model is core to take the company toward success and to achieve their goal. Its a kind of strategy to the company owner. Its important for both the person who is new in business and the one who already have an established business. The business model helps the owner to attract the people as well the investors by representing their idea by how can we make profit/ generate revenue. In order to survive in a competition business model is the best way.

The business model is a high level planning to generate revenue The business model also may define opportunities where the business of an individual can partner with others who has established companies. For example, the business model for an advertising business, it may identify the benefits from this arrangement for referrals to and from a printing company.

A successful and establish business has a successful and such business plan that for fill all the need to satisfy the costumer at a sustainable price.

A common mistake that new person in business makes is that when they make their business model is to underestimate the cost of funding until it become profitable. One way the investor and the analyst evaluate the success of a business by looking at the company gross profit. The gross profits it the total amount of profit minus the product the company has sold. The goal of business model should aim to simplify the way of money making process by focusing on large income generator. The business model is a gate way to show that how the organization is functioning. There are several business model types depending on what kind of business an individual is trying to establish. For example direct sale, franchising etc are the traditional way, online subscription on youtube, or blog is the modern way, but the business model varies for all of them. For example for example a business plan for a car bargain. He bought about 4 used car worth 10 million each price is 2.5 million now he bought used cars and it cost him about 200k in cleaning them and making each car look like new. So total investment is 10.8 million. As he has make the car new he is now going sell it a little expensive keeping in mind that what kind of people are going to visit his bargain and going to by car from him. So his business model is to bring used car and make it like new in order to make profit. Now total investment is done about 10.8 million when he is going to sell each car in 3 million he will earn 12 million. Now minus 12 million from 10.8 million so to total gross profit is 1.2 million, total 10 percent of gross profit is made this way.

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Q#3

Management: Management is organizing and planning in order to take the business toward success. In every business there is one designation of manager

who manage the whole organization, he give order and guide employees and manage the stuff with in the organization, he also is responsible for bringing the needy things for the organization. now why did he order and guide the employees because he wanted to achieve a point. This achievement of point/ goal comes in the process of management.

There are three types of managements:

- Conventional management
- Systematic management and
- Scientific management

Conventional management: the type of management where an individual start management on the basis trial and error. Here the person tries again the same management where he fails again and again her does not make any updates or changes in the management. It tends to be non statistical emotional and behavior. The person does not make change thinking that maybe it's his bad luck. Here this management is very much time consuming.

Systematic management: this management is also called initiative management or historical management. In simple word a person has a pharmacy store from 20 years and going successfully and then the pharmacy son take over the pharmacy store he doesnot make any changes in it he keeps it that way the way his father was running it, such managementis systematic management.

Scientific management: the scientific management is where a person has studied fully about how to manage, scientific management is statistical, analytical, and researchable. This type of management is data based, here the problem is identified and a proper conclusion is drawn out for the problem

Characteristics of media management:

- Management is to achieve the desired goal.
- Through management time is saved means that when there is management the work is easily done equally and time is saved.
- Though management equally work is distributed among the worker, where the worker wont have any complaint about he is working more and the other is less
- Management is pervasive means that the management is required in all type of organization whether political, social, cultural, etc because it helps in directing various effort toward a defined purpose

Function of media management:

Lather gullick simply has define the function of management as “POSDCORB”. Where p stand for planning, O for organizing, S stands for Staffing, D stands for directing, Co stand for co-operating, R stand for reporting and B stands for budget.

- Planning refered as how to do the job in futuristic perspective. For example a media channel has its plan to cover a trending new like Imran khan is going live tomorrow, so the media channel has plans to take coverage and when they are going to reach etc all come in the category of planning.
- Organizing to identify the work and then arrange it accordingly. For example in wedding hall groups are arrange/ classified and each group is assigned with duties, one has to bring the dinner, one has to check if people need more etc all comes in arranging and organizing.

- Staffing is to put the right person on the right job at the right time. For example if you put a driving on the job of cameraman what will you expect. Obviously he will ruin the whole video. So it's important to put the expert on right job on the right time.
- Directing is interpersonal aspect of management which has to do with influence guiding supervising, instructing and motivation the younger's of in the department.
- Controlling the measurement of current performance of the group and making correction of the diversion to ensure the achievement of the goal of the organization.

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Q#4

Niche marketing: Niche marketing is the business promoting and selling a product or service to a specialized segment of a market, it can be very cost effective, it's an advertising strategy to focus on a unique target market. Instead of showing your product/ marketing your product to everyone niche marketing is strategy focuses exclusively on one group a niche market or demographic of potential customers who would most benefit from the offerings.

Nearly every market can be further refined, or divided, by the particular needs and preferences of its constituents. Some of the most common ways to define a niche are based on:

- Price (high, moderate, discount)
- Demographic base (gender, age, income level, education level)
- Level of quality (premium, high, moderate, low, cheap)

- Psychographics (values, interests, attitudes)
- Geographic (the buyer's precise location)

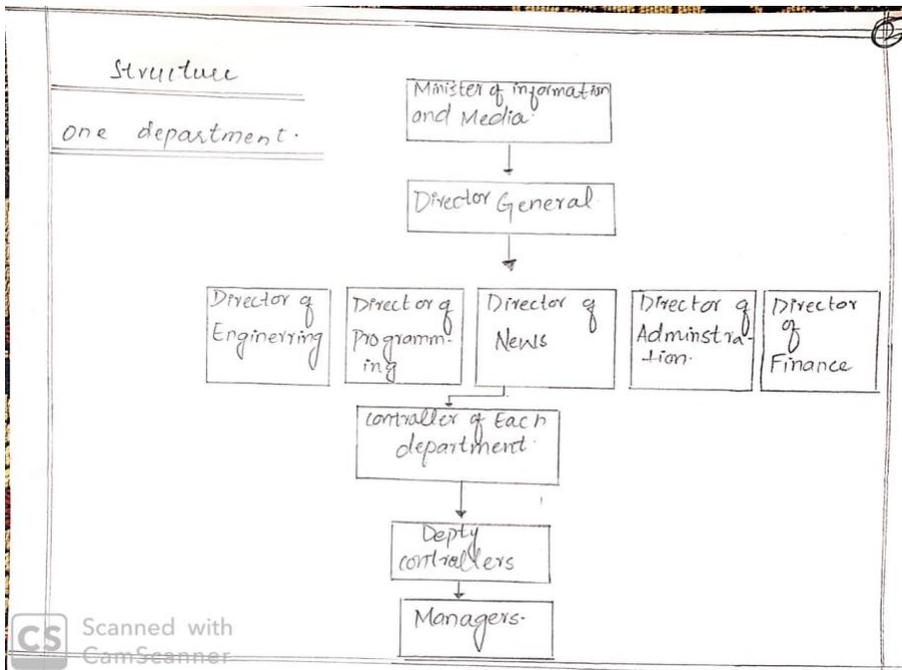
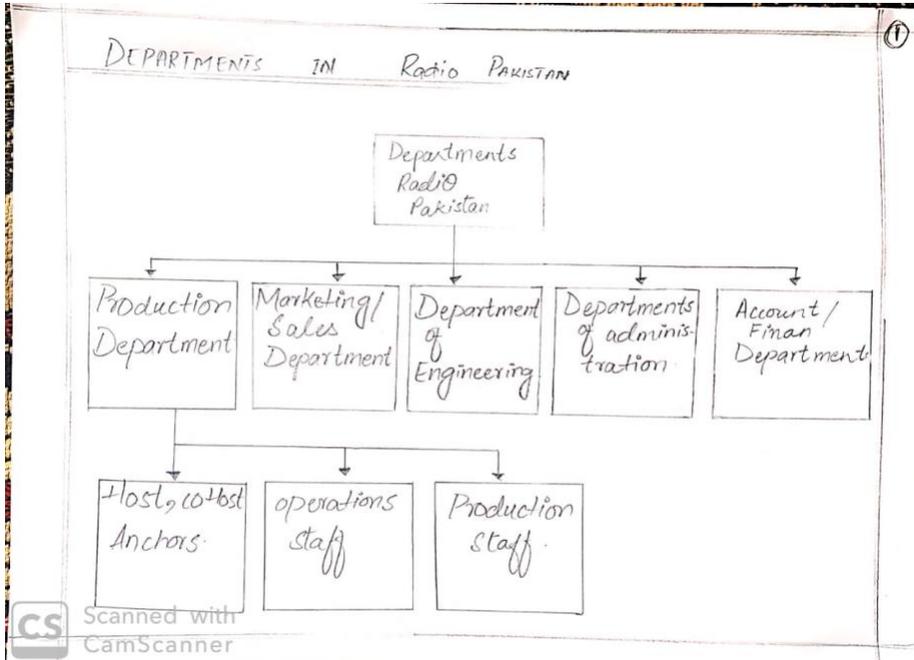
Benefits of niche markets:

- **Increased Profits:** It's all too easy to get sucked in to working with customers that eat up your time and your money. When your marketing niche is clearly defined, you can make sure to stay focused on selling to customers that are the most profitable.
- **Reduced Marketing Costs:** Once you can visualize exactly who you're talking to, you can create targeted prospect lists and develop sales and marketing messages specifically for them. Knowing your "buyer persona" (as us marketers like to say) is the critical first step in creating highly relevant content that piques prospects' interest.
- **Greater Trust and Credibility:** As you gain experience in your specific marketing niche, you start to develop a reputation as an expert in the field. People will trust your opinion and consider you a thought leader in the industry.
- **Reduced Competition:** Once you are seen as an expert in your field, it's easier to get more of the same types of customers. You have a clear sales advantage.

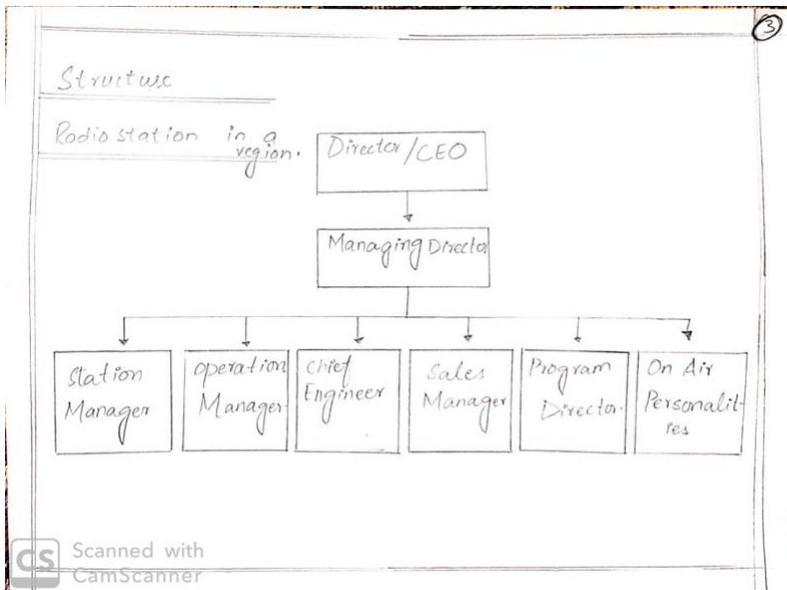


Q#5

Radio Pakistan:



Media Management



Pakistan Television:

