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13770

MASS COMM

MEDIA MANAGEMENT PAPER

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| **Q.#** | **Questions** |
| 1. | Elaborate Paywall and discuss it types. |
| 2. | Write a detail note on Business model. |
| 3. | Discuss types of Management along with functions and characteristics of media management. |
| 4. | Define Niche Marketing and what are the benefits of Niche Marketing? |
| 5. | Draw structure of PTV and Radio Pakistan in Block Diagram. |

1. **ELABORATE PAYWALL AND DISCUSS ITS TYPES.**

PAYWALL

Paywall is the process of placing restriction on the access of content through paid subscriptions.

In 2010, the newspapers and magazines production places the paywalls into their websites in order to make more revenue for themselves.

These tactics are used by various other newspapers channels or website for two major purposes, one is to increase their revenue generation which is called profit in general. And another is to increase their circulation by making their number of subscribers more.

* There are three types of paywalls

1. Hard paywall
2. Soft paywall
3. Metered paywall
4. HARD PAYWALL

This is the method of not allowing the people to access their content unless and until they subscribe to their websites by paying them, it is one of the riskiest tasks to carry out because them always in a thought of losing their subscribers if they can’t attract them enough to their website. Following are the tips by which a news channel can generate revenue through the method of hard paywall,

* By making eye catchy content
* Through targeting a niche audience (for a specified group group of people)
* Make valuable content to read.
* And if their market is already dominant over others.
* Example of a walls street journal in 1996, who by hard paywall method acquired over one million subscribers and its website was one of the mostly read with over 15 million subscribers in 2008.

1. SOFT PAYWALLS

In the method of soft paywalls they let the audience to see a specified piece of content and if they will look for further information they have to subscribe their respective website, this is a flexible method for revenue generation technique because through this a person acknowledges just by reading the content if it is worth to check out for more or not.

The Financial times is a website that allows the reader to check almost 10 articles and for more the reader has to pay them.

In the soft paywall strategy, they categorized it into two categories, one was the cheaper content that’s produced by the junior writers and another is the premium content which was hidden and only be accessed via paid subscriptions.

1. METERED PAYWALL

In case of a metered paywall, in this they allow the reader to see free content over a specified period of time also known as trial period, one the trial period ends the reader has to pay for see further article or news in the website. It depends on the websites some allow for a period of a week or month and technique Is now widely use by most of the websites like powtoon, questia.com etc.

1. Write a detailed note on business model.

**BUSINESS MODEL**

A business model is a part of business strategy, which is actually a concept-based structure that tells the practicability of a company and product. The process of a business model tends to explain how an organization will make its operations to generate money to achieve the following set goals.

A business model includes different kinds of policies and strategies allowing any organisation or a company to follow upon.

**RELATION OF BUINESS MODEL INNOVATION AND BUSINESS STRATEGY**

A business strategy comprises of those actions which are intended by a business to attract their customers, for revenue generation or to reach their end goals. Its main aim to enhance the performance of the business.

When a new idea is formed for the purpose of developing and modifying the business model is termed as business model innovation and becomes a part of business strategy.

**DIFFERENT PHASES OR PARTS OF A BUSINESS MODEL**

Each business model consists of three parts,

1. In the first phase of the model is about the organizing and development of a product or service, it mainly focuses on the manufacturing of it.

1. The second phase is related to the distribution of the product or service, the methods by which it is going to be distributed and how it’s going to be targeted to its right customers.
2. The third phase focuses upon the happenings after its being reached to its right customers, they further process and evaluate the end results of all operations occurred before and keep the records of how the customer will pay the money and how the company will be able to produce money from them.

* **IMPORTANCE OF A BUSINESS MODEL**
* In simpler words, a business model is a brief outlook of how a business will operate to reach its following goals.
* It is a small piece of work which is easily understandable by all the people working in a business.
* The main purpose of business model is two main things to showcase the revenue generation and profitability growth of a company.
* It consists of all the tricks that a company will adopt to make profit from their business.
* It may consist of revenue generating strategies like paywalls, selling the products on contract with other company etc.
* It also shows how to generate more profit by using less resources.
* Even before a company to be started, the foremost thing to make is the business model which tells all the methods to run a business.
* The use of business models has been considered successful for both the low tech and high-tech businesses.
* Sometimes a same business model can be used by another company or an organization for their business operations.

**BUSINESS MODEL IN RELATION WITH A BUSINESS PLAN**

They both are different but often confused by the people as one.

Business model is a part of a business plan meanwhile the business plan itself is a very much detailed including a lot of information related to each and every operation described clearly and thoroughly. The business plan has everything included of the capital and the people as well. Whereas the model is implemented for a better business growth.

The business plan remains the same but with the constant developments in the operations, the business model is moulded and changed accordingly. Like by increase In the number of competitors, change in the price of various products encourages the business model to be further modified accordingly.

**EXAMPLES OF A BUSINESS MODEL**

like franchising, advertising, brick and mortar stores, direct sales are some of the examples of business models.

Discuss types of management along with characteristics and functions of media management.

* **TYPES OF MANAGEMENT**
* **There are various types of management**

**Some of them are as follows,**

Management is all about planning, organizing, staffing directing controlling, and budgeting.

These are those types that is widely known by the people and is practiced throughout the world.

**1. STRATEGIC MANAGEMENT**

This management focuses on the work formation of an organization’s strategies to attain the agendas set by the company.

**THE SALE MANAGEMENT**

It is responsible for handling and managing the sales work, accounts and teams.

**3. Marketing Management**

It is the management of marketing brands, promotions, products and services provided.

**4. Public Relations management**

It is the management of handling the communication processes between the organization and the local community.

**5. Supply Chain Management**

Managing the process of moving a product or service from supplier to customer.

1. **Operations Management**

Form the production, manufacture to the distribution of goods and services. Operations management is a vast field that tells everything from manufacturing management to retail work management.

1. **. Financial & Accounting Management**

It is the management of the handling the finances and accounts.

**9. Human Resource Management**

It is responsible to hiring, directing, compensating the employees of a company in order to build good relations and to create a healthy environment of an organization.

**10. the IT Management**

This type of management is responsible for the managing the operations related to technology.

**11. Research and development Management**

The type of management categorized for the purpose of developmental and research works.

**12. Engineering Management**

The implementation of engineering in business. For example, developing a cost and time effective project.

**14. Project Management**

Management responsible is the planning, organizing and controlling of projects.

**15. Risk Management**

Risk management is the discipline of classifying, assessing and governing the chance that objectives and processes will have negative consequences.

**16. Change Management**

Change management applies an organised approach to business change.

The aim of change management is to help organizations make smooth changes to target positions.

**TYPES OF MEDIA MANAGEMENT**

1. CONVENTIONAL MANAGEMENT

It is the classical method of management to reach the goals. As it doesn’t consist of any statistical observations it is merely based on the system of trial and error. Such type of management depends on the ability of the person as it requires skills. Chances of failures are increased by the implementations of such management processes.

1. SYSTEMATIC MANAGEMENT

It is also referred as the hierarchal system of management. In which same pattern is followed previously each time and is repeated again. It is also called as historical or initiative management.

1. SCIENTIFIC MANAGEMENT

It was proposed by Fredrick Taylor also known as the father of scientific management in 1885. As he proposed this concept. It is based on pure analytical, statistical and empirical observations from which a logical conclusion can be drawn from. It is mostly in the form of data bases.

* **FUNCTIONS AND CHARACTERISTICS OF MEDIA MANAGEMENT**

According to lather gullick, management performs the following functions

That is an acronym called as POSDCORB

P for planning

O for organising

S for staffing

D for directing

Co for coordinating

R for reporting

And B for budgeting

1. PLANNING

It is the basic management and it refers to the future process of operations in a business. The part of planning includes in every management activity. It is done to reduce the mistakes ahead and to neglect confusions.

1. ORGANIZING

The main purpose of organizing is to put plan into action.

Its purpose is to create a connection between the physical, financial and human resource activities and helps in building relations.

1. STAFFING

Placing the right person at the right place. The process involves selection, appointing, replacing, training and developing of the staff. Promotions, appraisals are a part of this function.

1. DIRECTING

It is the supervision process in which have to keep a check on the operations. It happens through influencing, motivating, operating to achieve the organisational goals. The function of directing tells what a person should do what

And how.

1. CONTROLLING

It occurs through the following steps,

* By developing a standard of performance of the organisation
* Keeping a measure of performance
* Comparing both the performance of the organisation with its standard to check any unconventionalities.
* If found then correct those deviations.
* **CHARACTERISTICS OF MEDIA MANAGEMENT**

**Following are the main characteristics of media management**

1. Management is applicable to all organisations whether it is related to social, political, cultural and political or business.it is applied at all the levels.
2. Management is a goal-oriented process as it involves all the planning ranging from human to material to achieve goals.
3. it is time-oriented process that occurs within a particular time frame as they say time is money.
4. It is done by a group performance, as it can’t be done individually it is a group activity.
5. The management process is universal, applicable to all arenas and widely used whether is it religious, ideologies, races etc.

* Define niche marketing and the benefits of niche marketing
* **NICHE MARKETING**

It is the process of developing and indorsing a product or service to a specified segment of a society is called niche marketing.

In business people use this technique to maintain their standards and for the purpose of revenue generation.

An advertisement activity which focuses on a single segment of a society.

It is different from other marketing because of its demographic, lifestyle, geographic area, culture, style, need and profession and occasion. The niche marketing strategy are adopted by the the niche marketers to stand and make their own identity in the market.

**BENEFITS OF NICHE MARKETING**

**Following are the benefits of niche marketing as follows,**

1. **HELPS DEVELOPING A STANDARD.**

Through niche marketing, it develops a unique identity of the brand within market, by which they are more likely to attract big number of customers than usual.

1. **CUSTOMER RELATIONS**

By niche marketing, the customer relations become strong as compare to the other marketing because it is only limited to a specified class of the society. Thus, making it better and easier to understand their needs and consumer behaviour.

1. **LESS COMPETITION**

Less competitors means less tensions of making modifications in the marketing plans, and it will be more convenient to be go in the same flow as your having a different product and services than the other companies.

1. **LESS RESOURCES**

by niche marketing, the brand is able to produce more revenue by using less resources. As you have already be informed and understood by the needs of a specified class.

Another benefit is of the market segmentation, when a market generates products for all types of class, makes it hard to figure out each communication channels for every segment of the society, in the case of niche marketing which is limited to a single segment reduces the cost of communication channels.

1. **INCREASED VISIBILITY OF THE BRAND**

It not only makes a brand stand out among the rest but also attracts more customers and helps in making an online presence.

1. **DEVELOPING AN EXPERTISE**

In less time it will refine the expertise for a segment of a society. Because of the researches and the evaluations conducted making it easier to understand their requirements.

1. **WORD OF MOUTH**

Another benefit of the niche marketing that it it’s word of mouth friendly, as it is for a specified segment of the society the communication levels between both the customer and the niche marketer is frequent than the others.

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1. DRAW A BLOCK DIAGRAM OF PTV AND RADIO PAKISTAN.

GENERAL MANAGER

PRODUCERS

ADMIN/FINANCE

ENGINEERING

PROGRAMME MANAGER

NEWS

CAMERA CREW

PRESENTERS

REPORTERS

ASSIGNMENT EDITORS

NEWS EDITOR

EXECUTIVE

EDITORIAL WRITER

SALES

MANAGERS

**BLOCK DIAGRAM OF A PTV STATION**

**FOR RADIO PAKISTAN STATION**

THE ANNOUNCERS

REPORTERS

PA MANAGER (PUBLIC AFFAIRS)

PRODUCERS

**GM (GENERAL MANAGER)**

DIRECTOR OF PUBLIC AFFAIRS

SALES DIRECTOR

ENGINEERING DIRECTOR.

DIRECTOR NEWS

PROGRAM DIRECTOR

**BLOCK DIAGRAM OF RADIO STATION**