

MEDIA MANAGEMENT, DESIGN AND PRODUCTION

STUDY NOTES

- **Media** shapes the opinions of the world today whether it is research, information, sentiment, beliefs values or traditions.
- **Print and electronic** media are now-part and parcel of life.
- Its a **kind of business** to show things in poor light, in success or impactful, its a management, a plan designed and executed with refineness.
- The process of this **planning, designing**, production is part of promotional strategy and its most important in today's world.
- The success of **movies, political party campaign**, social campaign crowd funding, sourcing etc. are all need media management.
- Nowadays Media strategy or 'communication planning' terms are in vogue.
- **Media's role in this society** in a sense shows how people use media. It flows in both the directions, affects the society as well as gets affected by society.
- As the **reach and influence** of media is far reaching, its important to study its management, design and production.
- **Media** is an umbrella term denoting all types of media, print, broadcast, social, interactive, out of home etc.
- **Newspaper**, magazine, radio, television, bulletin boards, posters, social media, personal phone, Government facilities etc.
- Media works in **two ways**, as a medium of information or as an end product or campaign design.
- **Media planning involves process of choosing** and deciding upon the most most effective and influential mix of media for achieving the objectives of Work. This process show how advertising space, media,time will be utilized to achieve the target.
- Depending upon the **need** and outreach of the media, reach of potential consumer/target group/population, most effective media is used.
- **Selection of media** also depends upon the cost involved, budget provisions available, the cheapest media having maximum reach will be selected.
- Points to be kept in mind while **planning**, designing, producing and managing media messages like need and interest of audience, time, duration and frequency needed and the mood and mind set of the audiences.
- **Mindset** of the audiences is governed by multiple factors like educational, social,economic status, socio political, cultural background and gender, environment and opportunities of learning etc.
- **Regarding Media** or channel or vehicle to be utilized for the delivery of the message, media which is most suitable in accessibility, availability of maximum responses needs to be selected.
- **Decision making** on selection of media is connected with result oriented media planners, one or more number of media methods/ vehicle in one production.
- **"Treatment"** means "the form and the way" in which the media, the message or the communication product will be carried away to the targeted audience. it can take the form of a tagline, a Punchline or it could be descriptive or narrative. it could be audio or visual or both, it could be in rational form or emotional, musical or dramatic, in tribal or modern form.

- While **deciding** on the content, communication material or message for media, subject matter, kind and type of language, mode, presentation of the material should be kept in mind.
- **Message** should be so clear and comprehensible that the target audience understands it correctly, as intended.
- **Credibility** of the message depends on trustworthiness of the organising company, relevance of the issue, likes and dislikes of the audience, the content and its way of presentation and medium of communication.
It also depends on the image of the person or model also who is presenting the product.
- **Cost and budget** are also bone of contention as it requires a big amount of money to prepare and run multimedia campaign.
- **Media planning** process involves identifying group or the target group, deciding and defining media objectives, deciding and developing media strategies, developing a media schedule or plan of action.
- Each of these steps are to be followed while **planning media** process.
- **Media designing and production** is required for providing initial information for introduction of a concept, idea or product message for the promotion of an idea for awareness generation, for providing knowledge, for providing skill training and to support various issues of importance such as agriculture, livelihood generation, Health Family Welfare, nutrition education, sustainable development, sanitation, hygiene, life skills etc.
- **Media designing and production** includes identifying, listing and understanding audiences, identification of media or medium effectiveness, coverage, distribution wise coverage of media or medium, number of people having subscription, viewership, readership, pass along rate, audience measurement in terms of exposure to any media, budget, pricing factor, format of available media and viewership type, etc.
- **Rating points** is the percentage of a communication of the coverage area or marketing Universe that has been exposed to a Media Program or medium.
- **Pass along rate** is the number of people who read the print medium in addition to the actual subscriber and buyers. Sometimes pass along rate is twice or thrice circulation number.
- **Steps in media planning** and designing production process i.e., media management include on deciding on :
 - media audience based on media research for the target audience and media options
 - objectives - framing specific and measurable goals
 - strategies to reach the targeted audience
 - writing media schedule or plan of action, it includes media ethics
 - media designing and development
 - development of communication model and material
 - pre production research pre testing
 - modifying message and process for final mass scale production
 - execution or media buying, this also includes post execution research and continuous monitoring
 - Feedback
- Understanding of the **buying behaviour** of the audiences helps to designs and develop advertisement campaign effectively. Before buying the audiences pass through a series of steps which include recognising the problem, searching for the information, doing evaluation then acceptance or adoption and post adoption evaluation.
- **Media evaluation** and feedback includes two types of feedbacks-pre and post execution feedbacks. Immediate feedback comes just after the message is launched, it includes the immediate orders, buying, asking questions, queries, interacting etc.
- **Delayed feedback** is a response which is given in a later time, it usually comes when the audiences are making final decision after receiving and understanding the message.
- **Every kind of media** whether it is audio video or mix of both include some strength and weaknesses . Depending upon the requirement of the product, availability of the audience and reach of the audience as well as budget, the selection of media should be done.
- The **discipline of communication** gives its students exposure to media management, many businesses which are not directly in campaigning or advertisement business but they need advertising, promotion, image building for

growing their Industries share and teach among masses. Therefore people with media planning and management experience and degree can work in a lot of industries in their media management department.

- **Careers in print media**, advertising, mass media, electronic media, web publishing, social media, planning and design, digital media and Mass Communication are available for the job opportunities to the young graduates who have a passion for growth.
- There are **countless media houses** TV channels and a variety of TV channel, OTT platform, web series, Food Channel, travel channels, fashion, News channels, entertainment, movies and so many other options have opened myriad of career opportunities in electronic media like never before.
- **Broadcasting Agencies** like Doordarshan, All India Radio or Private broadcasters have various openings like for field reporter, writer, editor, researcher, correspondent, in studio anchor.
- **Professionals** can work in number of fields like direction, production, photography, graphics, editing program, research, script writing, sound etc. Moreover teaching and research in the area of media is always available .
- A person **having clear thinking**, hard working, self confident, good writing and speaking skills, creative thinking, understanding of creativity for print, electronic, internet, web media having an eye for readers/viewers requirements and their level of understanding can work through the stairs of growth for himself or herself.
- **Various businesses**, Industries required people to handle the media for them for advertising, promotion, image building enhancing their reach in target audiences.

QUESTION BANK

MULTIPLE CHOICE QUESTIONS

1. Which one is not among the immediate feedback?

(a) Buying order	(b) Asking questions
(c) Asking for more information	(d) Saving the information for later use
2. Which of the following does not influence budget making in media management?

(a) Mode of media	(b) Frequency of publicity
(c) Subject matter of message	(d) Content type
3. Relationship of media with society is _____

(a) Reflexive and varied	(b) Static and fixed
(c) Time bound and impulsive	(d) Dynamic and impulsive
4. Which one is suitable for print media?

(a) Maximum coverage	(b) Reading campaign for tribal
(c) Cost effective	(d) High quality reproduction
5. Your friend wants to work in communication medium which quality she may not need :

(a) Language competencies	(b) Analytical skills
(c) Technical knowledge of camera	(d) Hard working
6. _____ is a umbrella term used for all types of print, broadcast, out of home, social and interactive communication.

(a) TV Channels	(b) Audio-video Communication
(c) Social media	(d) Media.
7. Examples of interactive media include:

1. TV, radio, newspapers, YouTube	2. Facebook, WhatsApp, Instagram, FM, Google meet
3. Zoom calls, Twitter, phone, YouTube, email	4. TV, magazine, blogs, web based tv, emails

Chosen the correct option:

(a) 2 and 3	(b) 1 and 3	(c) 2, 3, 4	(d) 1, 3, 4
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8. College magazine can come under following category of media:

(a) Print	(b) Broadcast	(c) Out of home	(d) Interactive
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9. What should be the best strategy for a local shopkeeper to publish about his shop?
 (a) Newspaper (b) Social media
 (c) Leaflets in local newspapers (d) Commercial advertisement on TV
10. Which among the following is not a criteria for media selection?
 (a) Production (b) Reach (c) Frequency and cost (d) Continuity
11. Which are the felt needs of audience which affect planning, designing and managing of media?
 (a) Type and amount of information needed (b) Purpose of the information
 (c) Understanding and comprehension level of audience (d) All of these
12. Select mindset factors which can influence response of audience
 (a) Political background, socio cultural situation (b) Economic and political background, education leve
 (c) Age, gender, education, learning opportunities (d) Both (a) and (c)
13. What does 'result oriented media planner' mean?
 (a) Selection of media with maximum and effective reach
 (b) Selection of media most influential image
 (c) Selection of Cheapest media
 (d) Both (b) and (c)
14. "Treatment" of media comprises:
 (a) Changes in the media as per requirements.
 (b) Its the way and form in which message is taken to the audience.
 (c) Way of treating media.
 (d) Whole set of instructions for media
15. Which are points need to be taken care of during selection of Content or message or product?
 (a) Subject matter, kind of language (b) Mode of conveying, Presentation
 (c) Cost and budget, credibility of person (d) Both (a) and (b)
16. Identity steps of media planning process :
 (a) Identifying target audience and defining objectives (b) Development of media strategy and plan of action.
 (c) Both (a) and (b) (d) Selecting audience for target.
17. Decision on frequency and continuity of media input is related to this step of Media planning Process.
 (a) Plan of action and blueprint for further execution (b) Identification of group target
 (c) Developing media strategy (d) All of these
18. Doing pre-testing in media production process helps in
 (a) Establishing reliability and Modification of message (b) For evaluation purposes
 (c) Knowing impact of message (d) Remodelling
19. Deciding about media to be used, comes under which step of media management?
 (a) Audience touch point (b) Media ethics
 (c) Blue print creation (d) Monitoring
20. Which of the following media has poor reputation?
 (a) Outdoor (b) Radio (c) Internet (d) TV
21. Mass audience cannot reach to:
 (a) TV (b) Radio (c) Magazine (d) Telemarketing
22. _____ is a mass addressable, personalised but has limited reach.
 (a) TV (b) Internet (c) Mail (d) Newspapers
23. Which media can be personalised but has high cost and highly selective?
 (a) Direct mail (b) Social media (c) Newspaper (d) Radio

24. Which of the following media has the most broad audience base?
 (a) Radio (b) Outdoor (c) Television (d) Internet
25. While using media as a vehicle, buying media means _____
 (a) Buying space and time (b) Buying audience
 (c) Buying slot (d) Buying the media channel
26. Planning in media management and designing starts with _____
 (a) Buying media (b) Creating content (c) Doing research (d) Designing message
27. Interactive media is better as it has scope for _____
 (a) Direct linkage with consumer (b) Two way communication
 (c) Customization (d) None of these
28. Radio can be selected as a medium for messaging as it is _____
 (a) High in reach (b) Cost and time effective
 (c) Measurable results (d) Deadline flexibility
29. One of the following characteristics of magazine creates a hindrance in its wider use
 (a) Quality reproduction (b) Durability
 (c) Deadline flexibility (d) Flexibility in designing
30. OB in media management means:
 (a) Outdoor Broadband (b) Outside broadcast
 (c) Official Broadcast (d) Outsourced Broadcast
31. _____ is created for companies to encourage consumption of their product or services.
 (a) Campaign (b) Commercial advertisement
 (c) Message on Social issues (d) Information product on consumer education
32. _____ is a systematic process of influencing people to know the value of a product or service or business.
 (a) Counselling (b) Awareness programme
 (c) Marketing (d) Public announcement
33. _____ is a series of planned and organised efforts to bring desired decisions making effects in a particular group.
 (a) Public welfare activity (b) Public advertising
 (c) Political campaigning (d) Product advertisement
34. Market research is important in
 (a) Understanding research (b) Understanding market for advertising
 (c) Finding customer for product (d) Both (b) and (c)
35. _____ is a tool which tell us that which Program/channel is viewed most.
 (a) PTP (b) TRP (c) PRP (d) SMO
36. Newspapers as a media choice has _____ to offer.
 (a) High selectivity (b) Good quality reproduction
 (c) Low impact (d) Low selectivity
37. Magazine as a media has performed quite stably due to _____
 (a) Low cost (b) Brand value
 (c) Content quality (d) Segmented audience catering
38. Media planning is a much serious role in advertisement nowadays as compared to earlier. This is a _____
 (a) Incorrect statement (b) Baseless statement
 (c) Correct statement (d) Incomplete statement
39. Media strategy decides that decision on media should be made on the basis on _____
 (a) Brand value and its awareness (b) The flow of market
 (c) Choice of consumer (d) Understanding of customer's needs and desires

40. New age media is much more efficient in comparison to earlier one due to being _____
 (a) Result oriented (b) Loss in cost (c) Highly reliable (d) Easy to adopt
41. Which of the following media as its characteristics like personalised, real time interaction, attention getting with measurable results.
 (a) Internet (b) Telemarketing (c) TV (d) Direct mail
42. Soham wants to select media for a consumer awareness programme, what factors he should keep in mind?
 (a) Long lead time, demands attention time, personalised
 (b) Low cost, high reach, easy feedback, interactive,
 (c) Measurable results, Frequency builder, mass audience
 (d) All except (a)
43. Radio is sometimes referred to as
 (a) Theatre of mind (b) Theatre of the sound (c) Mindful theatre (d) No such term exists
44. Cost per like, cost per fan are related with _____
 (a) TV (b) Digital media (c) Direct mailing (d) Social media
45. _____ media has the deepest, fastest reach with lowest cost.
 (a) Television (b) FM radio (c) Internet (d) Mailing
46. As the medium of messaging are _____, the challenges of media planning are increasing.
 (a) Increasing (b) Decreasing (c) Complicating (d) Not improving
47. The media is going through a phase of transition due to emergence of _____ media.
 (a) Advancement in TV (b) Evolution of interactive
 (c) Disruptive technology (d) Online system
48. Together all media have higher reach but each medium has smaller reach due to _____
 (a) Segregation (b) Education and cultural practices
 (c) Fragmentation (d) Age brackets
49. Newspapers may be good options for advertisement due to _____
 (a) Broader coverage, multiple languages use (b) Regular frequency with lower cost
 (c) Trustworthiness (d) All of these
50. _____ media could have difference in cost for the same content or message due to device and access format.
 (a) Television (b) Digital (c) Radio (d) Out of home

Input Text Based MCQs

Read the passage and answer the questions that follow (51 to 55).

Discipline of communication brings wide exposure to its students about the media and functioning of media. It opens the vast field of opportunities to work in the field of media planning, management and media production.

In today's our expanding world many business houses even though they are not working in the area of media but use media to expand their business, to reach and to increase their reach to the people, to brand themselves and to show their presence all over the world. The Business houses which are known on social media are supposed to be working profitably. Presence of these business houses on social, web media helps in building their market share.

So people who are graduates or Masters in communication discipline can work in media houses as well as business houses at premium positions. media houses like print media, advertisement. In a media house the areas are varied like print media, advertising, mass media, electronic media, web publishing, social media etc. The chances for growth in the media business are bright vertically as well as well as laterally. One can be a writer, an editor, a researcher or a correspondent, field reporter in-studio anchor, presenter, news analyst etc. The technical field person can work in camera, graphics, editing, sound management as well as professional can also work in the field of direction, production management, script writing etc.

51. Why media is indispensable even for the media unrelated businesses?
 (a) For establishing identity (b) For increasing reach to consumers
 (c) For brand name development (d) All of these
52. A person who studied Communication management can work in media management in the field of _____
 (a) Print media, audio- video, broadcasting media, web based media,
 (b) Visual, socialtv channels, newspapers
 (c) Audio, video, OTT platform, newspapers (d) Only (a) and (c)
53. Which job position among the following is not related to technical expertise for the field of media management?
 (a) Anchor (b) Camera Person (c) Sound engineering (d) Data analyst
54. Identify the job field of the person- His words give advertisements an emotional touch.
 (a) Anchoring (b) Direction (c) Script writing (d) Production
55. Building a trust name for themselves helps businesses in these areas except _____
 (a) Increasing market share (b) Increasing their product price
 (c) Establishing brand name (d) Expanding their reach to customers

Read the passage and answer the questions that follow (56 to 57).

Media play a significant role in influencing human being. India has highest number of internet data users. Urban population having the maximum exposure, seems using some kind of media all the time. People at bus station, in metro, at home, in restaurants, every where people are engaged in some kind of media activity. People follow fashion of their celebrities, follow influencers, the products utilized by them, show their liking, disliking, review products, give opinions, share their experiences. Thus, media influences the public, shapes their thinking, brings changes traditions, attitudes, beliefs and values. It also shows that through research based planning, design and production, desired results can be obtained in establishing brands, creating influences. Therefore media can be used as behaviour change communication strategy. These process are part of Media management. Nowadays terms like Media Strategy or Communication planning are being used. The success of any publicity campaign largely depends upon its media planning and management.

56. How media influences the consumer?
 1. It can change their opinions, choice and culture.
 2. It can influence the use of products, services, thinking process and political views.
 3. It can aware, misguide or inform them
 4. It can provide them education, life skills, jobs
- Choose the correct option:
 (a) 1, 3, 4 (b) 2, 3, 4 (c) Board, FM (d) All of these
57. The success of a media campaign depends upon _____
 (a) Planning and maintenance (b) Media planning and management
 (c) Attitude and belief of people (d) Availability of media

ANSWERS

Multiple Choice Questions

1. (d) 2. (c) 3. (a) 4. (d) 5. (c) 6. (d) 7. (a) 8. (c) 9. (c) 10. (a)
 11. (d) 12. (d) 13. (a) 14. (b) 15. (d) 16. (c) 17. (a) 18. (a) 19. (c) 20. (a)
 21. (c) 22. (b) 23. (a) 24. (c) 25. (a) 26. (c) 27. (b) 28. (d) 29. (c) 30. (b)
 31. (b) 32. (c) 33. (c) 34. (b) 35. (b) 36. (c) 37. (d) 38. (c) 39. (d) 40. (a)
 41. (b) 42. (d) 43. (a) 44. (d) 45. (c) 46. (a) 47. (d) 48. (c) 49. (d) 50. (b)

Input Text Based MCQs

51. (d) 52. (a) 53. (a) 54. (c) 55. (b) 56. (d) 57. (d)

