UNIT-4 MEDIA ORGANIZATIONS

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4.1 LEARNING OBJECTIVES

After going through this unit, you will be able to-

- explain the functioning of international media and communication organization
- discuss the emergence of national media organizations
- understand the structure of media organizations functional in the territory of print and electronic media

4.2 INTRODUCTION

In this unit, we are going to discuss about the structure of media organizations in Print and Electronic Media. It will also highlight the functioning of various national and international media organizations.

4.3 STRUCTURE OF A MEDIA ORGANIZATION

a. Print Media

In print media organization there are different departments which take various tasks to carryout smooth functioning of any print media organization.

1. Editorial department
2. Advertising department
3. Circulation department
4. Printing department
5. Administrative department
6. Stores department
7. IT department

1. Editorial department

For any print media organization, editorial department acts like a backbone. This department is responsible for content creation in any print media establishment. This department looks after the activities such as gathering of news, selecting and publishing the news item and laying them out for the print.

Through the below mentioned portfolios one would get the description of the functions performed by various staff members.

a. Publisher

The whole responsibility of multiple operations related to both editorial and business lies on the hand of publisher. His main job is to maintain the healthy functioning of newspaper mainly in financial aspects.

b. Editor

The person who is associated with editorial responsibility looks after all the editorial content of the newspaper and also the monetary aspect. The size of the media organization determines the

roles and responsibilities of Editor. Often in small media organizations, the publisher and the editor is the same person.

c. Editorial page editor

The editorial page editor mainly looks after the "op-ed" page of the newspaper. This page mainly focuses newspaper's editorials, letter to the editorial and columns.

d. Managing Editor

Managing editor has the responsibility to look after the day-to-day production of the newspaper. In a newspaper publication there is a position for city editor also. The city editor is sometimes called the metro editor. The city editor has the largest staff and assigns tasks to most of the local news reporters.

e. News Reporter

News reporter has the responsibility of gathering information for the news media organization. There are generally two kinds of reporters: a. beat reporter b. general assignment reporter. Beat reporter has the responsibility of covering the same subject or location. There are various beats in any news media organization that include legal reporting, political reporting and parliamentary reporting etc. General reporter mainly looks after the stories which are assigned to him by the metro editor.

f. Chief copy editor

The chief copy editor has the responsibility for carrying out the final decisions about the copy. The people who are associated with copydesk read stories and verify that they are written according to the newspaper's standards. She/he is in charge of the newspaper's copydesk.

h. Photo editor

A photo editor selects the photos for the newspaper prints. She/he has the responsibility of selecting, repositioning and editing photos for the dailies. A photo editor is often comes from a photographer background.

i. Graphics editor and Graphics Reporter.

The graphics editor looks after the graphics and illustrations produced for the Dailies. She/he heads the graphics department which is also known as "art department". On other hand graphics reporter designs the informational graphics. As graphics reporter is an expert in various graphics forms and creations.

ADVERTISEMENT DEPARTMENT

As an integral mass media vehicle, newspapers are vehicles of advertising meant to appeal to their readers. As such, the advertising department is the one which is critical because it gets in the revenue necessary to sustain the newspaper. Generating revenue through advertising for the newspaper happens through various means. 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. For example, there is a complete sales team in place, whose job it is to push the newspaper as an advertising vehicle of choice to advertising and media buying agencies acting on behalf of clients, as well as clients.

The department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers or help clients place their products with a coordinated editorial write up.

CIRCULATION DEPARTMENT

The distribution of newspaper into multiple places is coordinated by the circulation department. The circulation department has the responsibility to take care of everything after the newspaper is printed. The circulation process constitutes delivering the publication to homes, to the postal service, to newsstands, vending machines and to other places it's circulated. This department is headed by major executive and circulation manager. Under the supervision of circulation manger there are multiple segments such as city circulation, area circulation and sales promotion. Promotion is a marketing activity. Under this activity the newspaper organization is responsible for initiating promotion policies.

PRINTING DEPARTMENT

The department is responsible for the printing of the newspapers. It carries out multiple activities on the corridors of production and printing of the newspapers. From design to layout and the technicalities of production revolves around this department. With the advancement of technology, this department has transformed itself from analog to digital format.

ADMINISTRATIVE DEPARTMENT

The department is in charge of planning, organizing and coordination of staff members. In its administrative work the core activities are selection of staff, promotion, maintaining leave records, issue associated with records, liaison with government departments and working with other departments. The administrative department also looks after the legal aspect of various newspaper organizations. However, it depends upon the newspaper organization to maintain separate legal and administrative wings for the organization.

IT DEPARTMENT

This department works parallel with production department. It is in charge of maintaining, improving and protecting equipment associated with newspaper organization. This department is headed by Chief Engineer and looks after the operation and maintenance of engineering equipment. This department is not a part of editorial department but still plays a significant role in any publication organization.

b. Electronic Media

Electronic media is also known as Broadcast media. Under the broad category of electronic media there are two important channels of communication radio and television. With the advancement of technology, the electronic media is also undergoing drastic transformation from analog to digital technology. More and more the transmission and production quality has excelled significantly. It has become the most important means to transmit information to the large and heterogeneous masses. Electronic media is witnessing multiple challenges with the advancement of internet technology. As a consequence, the pressure is on broadcast media to deliver high quality content.

Transmission & Infrastructure

This team is responsible for developing, monitoring and maintaining infrastructure for broadcasting both live and deferred programmes. It manages high definition transmission technology, content modulation and compression and other content distribution platforms. There are multiple roles and positions in transmission department such as maintenance engineer, production engineer, broadcast operations manager and transmission executive. This department looks after the technical aspects of broadcasting and on-air time.

Sales and Advertising

This department mainly looks after the revenue aspect in any electronic media organization. There are multiple persons who look after sales and advertising aspect. They book air time for high profile clients and deploy services associated with media buying and selling process. Each and every client is designated among account executives that carry out the responsibility to render services. With the growth of numerous private players in electronic media segments their entry had opened multiple opportunities. Along with the sales department there is another department called Advertising. It constitutes number of staffs such as art directors, electronic graphic artists, voice talent, market researchers who has the responsibility of reviewing and interpreting.

Content Management

The main function of this section is to drive content strategy and formulate strategic goals for the organization. In this age when we have numerous electronic media ventures and most of them are running for high TRPs the content management team has the responsibility to strategize plans through which they can attract more and more audiences. Some common Content management job titles are Chief Content Officer, Content Management Director, Creative Content Director.

Licensing

In any electronic media organization licensing department plays vital role in negotiating licensing process, operations activities related to licensing and gathering licensing fees in multiple segments such as television, radio, digital content and music. It also ensures the distribution of content abiding intellectual property law. This department is headed by professionals such as licensing content specialist, licensing manager, intellectual property attorney, media licensing coordinator and sales analyst looking after the process of syndication.

News Operations

News operation division is mainly functional in the television news and radio news segment of electronic media. This section looks after the activities such as content creation, operations related to broadcasting, journalism activities. Within any news media organization there are multiple divisions such as desk, reporter, production and newscaster. For smoothening of news distribution process there are two major blocks a. Input and b. Output. Input has the responsibility to gather information for news media organization whereas output mainly looks after the dissemination of news in into parent organization of any news house. The reporters and other news media professionals works under the leadership of news editor. Some common designations in news operations section are news anchor, reporter, stringer, copy editor, producer, camera operator etc.

Studio Operations

Electronic media specifically television segment is also known as glamorous medium. Any media organization associated with this segment is concerned about sound, stages, sets and offices. There are numerous operations and activities associated with this segment. The activities are set design, art direction, post production processes and other things. They also work to promote content support and production, on-screen talent and senior management staff.

4.4 NAIONAL MEDIA ORGANZATIONS

Doordarshan (DD) is the largest public service broadcaster in India. It is a division Prasar Bharati and works under the jurisdiction of Ministry of Information and Broadcasting, Government of India. Doordasrhan has a four tier programme service- local, regional, national and international. The programmes include music, dance, drama, soap operas and feature films. The regional programmes are beamed on the platform of DD National at particular times. However in regional and local channels there are dedicated programmes for particular state. As public service broadcaster, Doordarshan has a mandate to serve for the public interest. Most of its content revolves around the corridors of health awareness, literacy promotion, women empowerment, issues associated with marginalized communities etc. Doordarshan also has multi-channel Free to Air Direct to Home (DTH) service. This service was initiated in year 2004 with humble number of 33 television channels and 22 radio channels.

The journey of Doordarshan started in year 1959 with a small transmitter and studio. In year 1965 the regular daily transmission started with five minute news bulletin. After seven years in year 1972 the television services extended to other cities such as Amritsar and Bombay. Both the offices All India Radio and Doordasrhan was controlled by two separate Director Generals (DGs) in year 1976. 1n 1982, during Asiad Doordarshan came into existence as a national broadcaster. Same year India witnessed introduction of colour TV with live telecast of Independence Day event.

All India Radio (AIR)

All India Radio works under the Ministry of Information and Broadcasting and it provides information, education and entertainment to the common masses. It has its reach in 24 languages and 146 dialects and serves various programmes including news, music, interview etc. AIR has a network of large correspondents across the nation and it also has its representative in global Diaspora.

In the administrative aspect, the All India Radio is headed by Director General and he/she is assisted by Additional Director General and Deputy Director Generals. The Deputy Director General heads the News Division. Along with him there other team members including Chief News Editor, News Editor and Joint Director. Moreover there are other team members including news readers, translators, engineering division, production division. All India Radio has more than 200 radio stations that include relay centres and full-fledged stations. The External Services Division of All India Radio plays a vital role in linking India with other nations across the globe. It broadcast its service in 25 languages including 16 foreign languages and nine Indian languages.

ABP Group

In 1922 this organization came into existence as evening daily carrying four pages and has a circulation of about 1,000 copies daily. On every day it reaches out to close six million readers. Currently this organization has evolved into a mega conglomerate. It has about eleven premium publication division and three twenty-hour news channel. Along with this it has book publishing business and multimedia services catering millions of readers and viewers. It has major dailies

such as *Anandabazar Patrika, The Telegraph* and *Ebela.* In news channel segment the list comprise ABP Live (English News Channel), ABP News (Hindi News Channel), ABP Ananda (Bengali News Channel), ABP Sanjha (Punjabi language), ABP Majha (Marathi language), ABP Asmita (Gujarati language) and ABP Live News (Digital Segment).

Times Group

The Times Group is also known as Bennett Coleman and Company Limited (BCCL) and it is India's largest media conglomerate. The Times of India has the largest circulation and has over 11,000 employees. It has started its journey on year 1838 with Bombay Times and later in year 1861 gained the name of The Times of India. The newspaper witnessed ownership change for several times. In 19th century Times of India had 800 employees and has circulation in India and Europe. In year 1892 it became a joint stock company and the editorship was taken over by T.J. Benett with the joint partnership of F.M. Coleman which lead to the formation of Bennett Coleman and Company Limited (BCCL). In later period BCCL was taken over by Shanti Prasad Jain. Since the independence this group has extended its footprint across multiple corridors. This organization launched its Hindi daily, *The Navbharat Times* in 1947 and after that in regular intervals there were other publications came out such as Filmfare, Femina, Economic Times, The Maharastra Times etc. BCCL and its subsidiaries have its presence in newspapers, television, magazines, books, radio and multimedia platforms.

Zee TV

It is an Indian Conglomerate headed by Dr. Subhash Chandra and it was established in year 1992. In the frontiers of broadcasting it had surpassed the popularity of Doordarshan and STAR- TV. During the period of late 1990s Zee TV had advertising sales as equivalent to those of Doordarshan. Currently it has multiple television channels catering around the segment of news, film and entertainment, radio, publishing etc.

Indian Today Group

It had started its journey in year 1975 with the launch of India Today Magazine. Currently it has multi brand presence among different news and current affairs platforms. The group publishes India Today magazine along with this it has business segment known as Business Today. The

group has presence in broadcasting segment also and it has about four leading 24-hour news channel. Along with this the media group has other areas such as 'Mail Today' a newspaper; a media institute called 'India Today Media Institute', a publishing wing 'Thomson Press'. The group carries out multiple leadership events such as India Today Conclave, India Today Mind Rocks, India Today Global Roundtable. Aroon Purie is the founder and the Chairperson of this organization.

Dainik Bhaskar Group

It is one of the largest Print Media Company of India and second largest circulated Hindi newspaper in India. Since its inception in year 1958 the group has extended its reach innumerably to 14 states with 63 editions. The Dainik Bhaskar came up as a fastest growing daily from Madhya Pradesh. Currently it has five editions in Madhya Pradesh, four in Chattisgarh, twelve in Rajasthan, eight editions in Punjab and Haryana, seven editions in Bihar and Jharkhand and one edition each in Jammu and Kashmir, Delhi, Himachal Pradesh, Uttarakhand and Chandigrah. Ramesh Chandra Agarwal is the Chairperson of Dainik Bhaskar Group.

4.5 INTERNAIONAL MEDIA ORGANZATIONS

BBC

Founded in 1922 it is the world's oldest national broadcasting house based in Westminster, London. This largest broadcaster employs more than 35, 402 staff which comprises part-time, flexible and fixed staff. This national broadcaster also has 'BBC World Service', which broadcasts in thirty international languages on analogue and digital platforms. The world service is funded by the United Kingdom's television license fee. BBC functions under a Royal Charter that came into effect on 1st January 2017 and proposed up to December, 2026. This organization has a separate board, executive committee, operational and commercial divisions.

CCTV

China Central Television (CCTV) was founded on 1st May, 1958 and has 21 channels which broadcast from China and other parts of the globe. It caters its broadcast services in multiple

segments such as general news, sports, arts and entertainment, television series, documentary, international contents, music etc. CCTVs channels are broadcasted via multiple platforms such as 'LiveStream', 'Universe Satellite Network' and 'Galaxy Satellite'. CCTVs major international broadcasts are CCTV-4 Asia, CCTV-4 Europe, CCTV-4 America, CCTV Arabic and CCTV Russian language channel.

DW

DW (Deutsche Welle) is Germany's public international broadcaster. It broadcasts its service in thirty languages mainly English, German, Spanish, Arabic etc. DW is funded by German Government and regulated by Deutsche Welle Act. This channel has its presence from year 1953 and it is headquartered in Bonn. The whole premise of its broadcast centre around the goal to convey Germany as "liberal, democratic state based on the rule of law". DW output reaches 157 million people worldwide. The organization is headed by a German broadcast journalist 'Peter Limbourg'.

Al Jazeera

It is a state-funded broadcaster in Doha. The literal meaning of Aljazeera is "The Island" and it is owned by Al Jazeera Media Network. During its inception the channel was Arabic news and current affairs. But with time it has extended its footprint in different continents and languages. Now this media outlet has worldwide presence with 80 bureaux around the world. It was launched on 1996 following the closure of BBC Arabic language.

CBS TV

The Columbia Broadcasting Service (CBS) is a flagship network of CBS Corporation. It had started its journey on 1929 and it is headquartered in New York City. This house is also known as "Eye Network" for its logo. CBS is owned by CBS Corporation and the key people associated with this organization are Lesile Moonves, Kelly Kahl, Sean McManus and David Rhodes. In 1997, CBS had acquired a new name and re-established it as CBS Corporation. In year 2017 CBS bought and merged its radio division with Entercom. In United States this broadcaster has more than 240 owned and functional television stations.

AP

Associated Press was founded in 1846 and it is owned by contributing newspapers, televisions and radio stations in US. From the inception of Pulitzer on year 1917, the Associated Press has received 52 Pulitzer Prizes. Most of its report published in English, Spanish and Arabic. The Associated Press has 263 news bureaus across the globe in 106 countries. In India there are national and regional news media houses which use AP services for collection of news. Most of its agency copies are "inverted pyramid" structure which facilitates news media outlets to select the stories as per their need. Officially the Associated Press embarked its journey in broadcasting domain from 1941 and created its radio station in 1971.

Reuters

Headquartered in London, this international news agency is a flagship media organization in the domain of news collection and dissemination process. It was established on 1851 and provides its news copies in English, Russian, Urdu, Arabic, Chinese, French, German, Japanese and Korean. This organization is also a provider of financial market data. From year 2008 with the merging of Reuters Group with Thomson Reuters, the news agency is popularly known as Thomson Reuters. Stephen J. Adler is the current CEO of Reuters.

4.6 LET US SUM UP

Let us summarize some of the important points of this unit in the following way-

- In print media there are different departments such as editorial, circulation, accounts.
- There are some key positions in editorial departments such as Editor, Prof Reader, Photo Editor, and Graphics Editor.
- In the national media organization there are some key players such as India Today, ABP, Doordasrhan, All India Radio, Times Network, Zee Group.
- China Central Television (CCTV) was founded on 1st May, 1958 and has 21 channels which broadcast from China and other parts of the globe. It caters its broadcast services in

multiple segments such as general news, sports, arts and entertainment, television series, documentary, international contents, music etc.

- Reuters is the international news agency is a flagship media organization in the domain of news collection and dissemination process. It was established on 1851 and provides its news copies in English, Russian, Urdu, Arabic, Chinese, French, German, Japanese and Korean.

4.7 FURTHER READING

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4.8 POSSIBLE QUESTIONS

A. Short Questions (Answer each question in about 150 words)

Q.1 : Explain the duties and responsibilities of photo editor.

Q.2: Write a short note on the growth of National media organization?

Q.3 : What is the functioning of Advertising department in Print Media Organization?

B. Long Questions (Answer each question in about 300-500 words)

Q. 1: Write a detailed on the growth of Doordarshan as a National Public Service Broadcaster.

Q.2 : Explain the functioning of major international media organizations operating in India.