UNIT- 15 MEDIA FOR BUSINESS

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15.1 LEARNING OBJECTIVES

After going through this unit you will be able to;

- describe the concept of business communication
- describe the importance of media in business
- discuss the various types of media used in business communication
- describe the importance of writing skills in business communication and the principles of effective writing.

15.2 INTRODUCTION

The concept of communication is very wide as it involves the natural human activity to convey feelings, opinions, ideas, information among one another through the medium of language, spoken and written or even through sign and body language. Thus, it is a process of exchanging information through a wide variety of forms. The term 'Communication' itself is derived from the Latin word 'Communicare' meaning 'Common'. Communication experts have identified the different types of communication. In the previous unit (Unit- 1) we have already discussed the concept of business communication. In this unit we will discuss media communication and how it helps in achieving business goals. The unit is therefore appropriately called "Media for Business" and it incorporates such important topics as importance of media for business, types of media and the selection of appropriate media.

15.3 CONCEPT

The term ‘media’ covers a wide range of roles. By media we understand a communication medium especially the print and the electronic media. Media is used for diverse purposes one of which is to manage effective business goals. Dissemination of information being the principle function of media its different from such as newspaper, television, radio, magazines and internet, etc are effectively used in promoting the interest of business and thereby media’s role in business communication has gained a new importance. But before using any kind of media, one has to keep in mind who are the target group for them. The target group of every business will be different. Hence, to make the message easily accessible and at the same time to make it effective the choice of the approprite media is very important. In business organizations media is used as a tool to influence the behaviour of the consumers.

15.4 IMPORTANCE OF MEDIA FOR BUSINESS

Media allows the masses to read, write, watch and listen to whatever they want. Communication is a very strong and basic need for any society and organization. Even in any business organization the role of media is very essential. In todays globalised world nothing can work smoothly and effectively without the use of technology. In business organizations, it is very important to disseminate the right information to the right person and here media has a huge role to play.

In business organization the communication process is used for the flow of information and understanding. Here, communication is not only done to the external public but also to the internal public. For the internal public the information has to be sent from one level to another in the entire organisational setup. The effectiveness of business communication largely depends upon how effective is the medium used. When an organization grows in size and sophistication its functioning also becomes complex making it neccesary to upgrade its communication system.

The main features of business communication giving it a distinct identity are:

- It deals with industrial and commercial subjects.

- It is characterised by certain elements that are both commercial and technical in nature, using graphics, audio-visual aids and conventional formats for
- catering information.
- It should be objective, accurate, impartial and concise.

If the business communication is effective it is helpful in every sphere. It can become successful only if the language used is effective and understood by all. The message should be clear and should reflect the purpose of the organization. While conveying the message it is important to develop proper understanding of the matter and for this the words used in the message should be clear and concise.

15.5 TYPES OF MEDIA

In today's world, business plays a crucial role in every society. There has been a surge in activities everywhere in the world related to business, trade, commerce, finance, etc. In this globalized world, business and financial matters have occupied a central place. With the emergence of market economy, 'business' is no longer confined to financial experts only. Therefore, to make the general people aware of the goings on in the business world media has great responsibility to bear.

Again, in the business world the impact of technology is felt as increasing in manifold. Technology plays a vital role in the functioning of an organization. In this regard media plays a pivotal role in the functioning of a business organization. Some of the media commonly used today in the business organizations are discussed below;

1. Print media: Print media is used in a wide scale in all aspects. Print media generally includes;
    a. Newspapers
    b. Magazines
    c. Brochues
    d. Journals

e. leaflets

2. Electronic Media: By electronic media we mean radio and television.

3. Outdoor Media: Outdoor media mainly comprises hoardings, wall paintings, posters, banners, etc.

4. New Media: New Media includes the following;
   a. Internet
   b. Telephone and Voice mails
   c. Faxes
   d. Computers
   e. Audio Conferencing
   f. Video Conferencing

Every medium of communication has its own area of circulation and all section of people do not use the same media. Hence, while selecting the appropriate medium what is essential is to take the concerned class of the people into account. The expenditure of the media should be measured keeping in mind the amount of fund available, particularly the amount of funds offered for advertising purposes. The media which is selected should be well matched with the message and the target groups. In business competition plays a vital role, which influence the selection of the right media.

15.5.1 SELECTION OF APPROPRIATE COMMUNICATION MEDIA

In business, it is very important to choose the approprite means of communication. To disseminate information one must know the appropriate means or communication to be used for the purpose. Today technology is so advanced that every segment is enhanced by its use. To choose the appropriate media that can be effectively used is of paramount importance. For selecting the right media the following criteria should always be kept in mind;

1. **Purpose:** The first and foremost point is to understand the purpose of communicating in business. The purpose of communication again is to inform , to persuade and to collaborate.
2. **Audience:** In business communication the choice of media depends on how it suites the audience. It is very important in business communication to know the target audience and only then accordingly the appropriate media can be chosen. The needs, the status and the understanding level of the audience should be taken into account before selecting the media.
3. **Nature:** To understand the nature of the message is also very important.
4. **Time:** For sending the message it is essential to know the time of its despatch. Apropriate timing in sending the message is of vital importance.
5. **Cost:** The cost factor is very important in business communication. It has to be given due importance in deciding the media to be used.
6. **Presentation Needs:** In business communication one should always keep in mind the media that would be used for communication. Presenting the message in an appropriate manner is very important in any kind of communication. If the message is presented in a wrong way then the effect of the message will be reduced.

15.5.2 Incorrect choice of Medium

It has earlier been discussed that for business communication it is very important to select the right kind of medium for communication. In this type of communication one should select the medium according to the message. The medium should suit the nature of the message. The effectiveness of a message depends upon the importance of the medium used. As for instance, if audio-visual medium is choosen for a group of people who prefer audio medium only then even if the message is designed in the best possible manner its effect would not be satisfactory. The following table will show the relation between the nature of message and type of media to be prefered for satisfactory results.

Nature of Message	Type of Media	Cues	Nature of Feedback	Media Quality

Personal (Oral)	Face-to-face	Verbal and Non Verbal	Immediate	Richest
Personal (Oral)	Telephone, Computers,etc	Verbal and vocal	Close to Immediate	Rich
Personal and Impersonal (Written)/Addresses Documents	Letters, Memos, Reports,etc	Verbal and Visual	Delayed/ No	Leaner
Impersonal/Unaddressed Documents	Circulars, etc	Verbal and visual	Almost Nil	Leanest

Figure: Choice and quality of medium of communication

In any kind of communication the role of **feedback** is very important. In business communication feedback has a very important place. As mentioned in the above figure it becomes clear that face to face communication has the richest media quality. It provides feedback immediately in the form of both verbal and non-verbal communication. But in this technologically developed world to get a feedback in business communication is not possible. Hence, either audio or audio-visual medium is prefered. In order to make the message reach the target audience as it is and leave its impact, the choice of medium is of vital importance in business communication.

The barriers that arise due to the wrong choice of media can be avoided if the following points are followed;

- For any complex message the richest media should be used. With the use of the richest media it will become easy to get the feedback.
- To achieve the goals of an organization it is important to know when to use the rich media. Rich media can be used to certain extent and when required it can be complimented with human presence.

- It is best to use leaner media for simple and uncomplicated messages.

Therefore, sufficient care should be taken before selecting the appropriate media.

CHECK YOUR PROGRESS

Q.1 : How to select appropriate media for business communication?

_____
_____
_____

15.6 SET GOALS IN BUSINESS

In every business the first and foremost job is to set up the goals. The goals should be made keeping in mind the target groups. The goals should be such that along with bringing profit to the organization it should also meet the needs and expectation of the customers/ clients. The goals should be solid ones. To prepare the goals one has to keep in mind the following points;

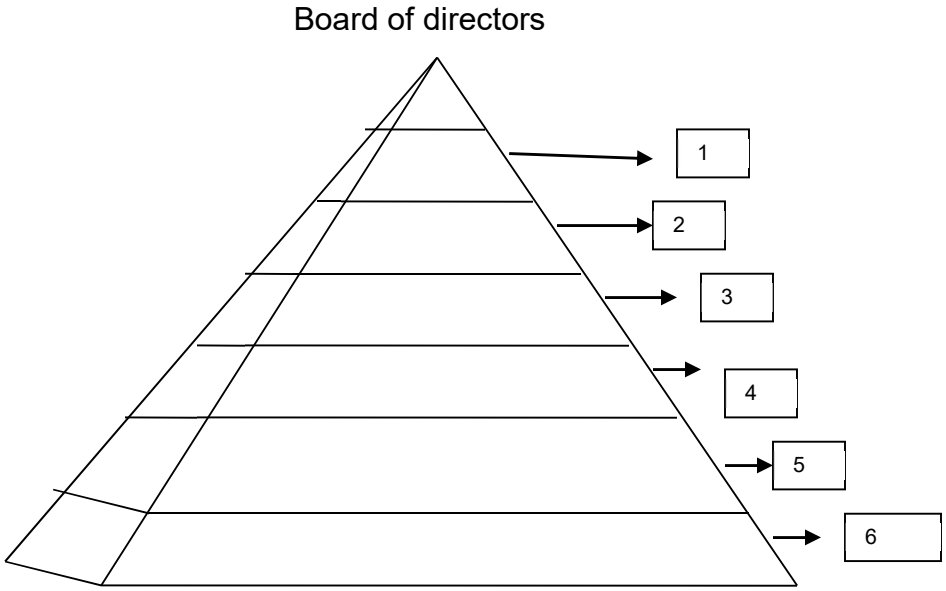
- The goals prepared should be very clear and simple. It should be such that after going through it once the content can be clearly understood at one go. The content should mean exactly what is exactly thought.
- Again, the goals should be prepared in such a way that the cost strategy is clear. To achieve the goal one has to invest money, but at the same time it should be made clear how much profit will be made by the organization, how much can be saved, etc.

- The goals prepared should preferably one-liners. In doing so it ensures that the goal is well focused and action oriented. It should ensure that the goal will achieve something that will be profitable.

- Again, after completing the preparation of the goal, the success of the particular goal has to be mentioned. The points which will lead to the success of the goal should be mentioned.

15.7 COMMUNICATION STRUCTURE IN A BUSINESS ORGANISATION

In any kind of business organisation, the role of communication is very important. The effectiveness of any communication system depends upon how the necessary information reaches the right person in the required time circle. The network of information helps in the functioning and in the coordination of the organisation. The flow of communication follows an organisational pyramid, which is shown below;



Organisational pyramid

1. Managing Directors, 2. Senior management, 3. middle level management, 4. senior supervisors, 5. first-line supervisors, 6. employees

15.8 Communication in corporate world

In the changing environment of the business world at the time of globalization, communication has become an important component. Every area of business like marketing, production, finance, etc is witnessing a sea change. The segment of communication is not an exception. It has witnessed many drastic changes in the business world today.

There are several changes that took place because of the technical advancement in the world scenario. These changes have helped the people to pay more attention to communication for effective dessimination of information in the business world. The changes are;

- Size of organization: The corporate world is growing bigger and bigger with every passing day. Big organizations are growing with their levels of increase in the sections of production, etc. As the entire issue is a big area hence, here, communication plays an important role.

- Technological development: There is a huge transformation in the technological world today. Today the world of communication is not restricted to the traditional means of communication. It is an era of new attitude towards knowledge and information along with the new medias. Hence, in business world also these technologies help in the process of effective communication.

15.9 Effective business or economic writing

Writing is an art form of communication. A good piece of writing aims at communicating something in a simple and clear manner. In business there are various kinds of written communication, like, enquiries, memos, proposals, contracts, reports both formal and informal, instructions, etc. While preparing these in the written form it should be kept in mind

as to for whom are the write-ups made. The level of their understanding should be kept in mind.

15.9.1 Importance of writing skills in business communication

In any form of communication the main purpose should be to make the message reach the target audience accurately with a clear meaning. Writing for business communication requires good writing skills. Knowledge of grammar, punctuation, spellings, sentence formation, paragraphs , etc should be given utmost importance. Business writing should also follow the principles of sound organizations, i.e, clarity, simplicity and directness.

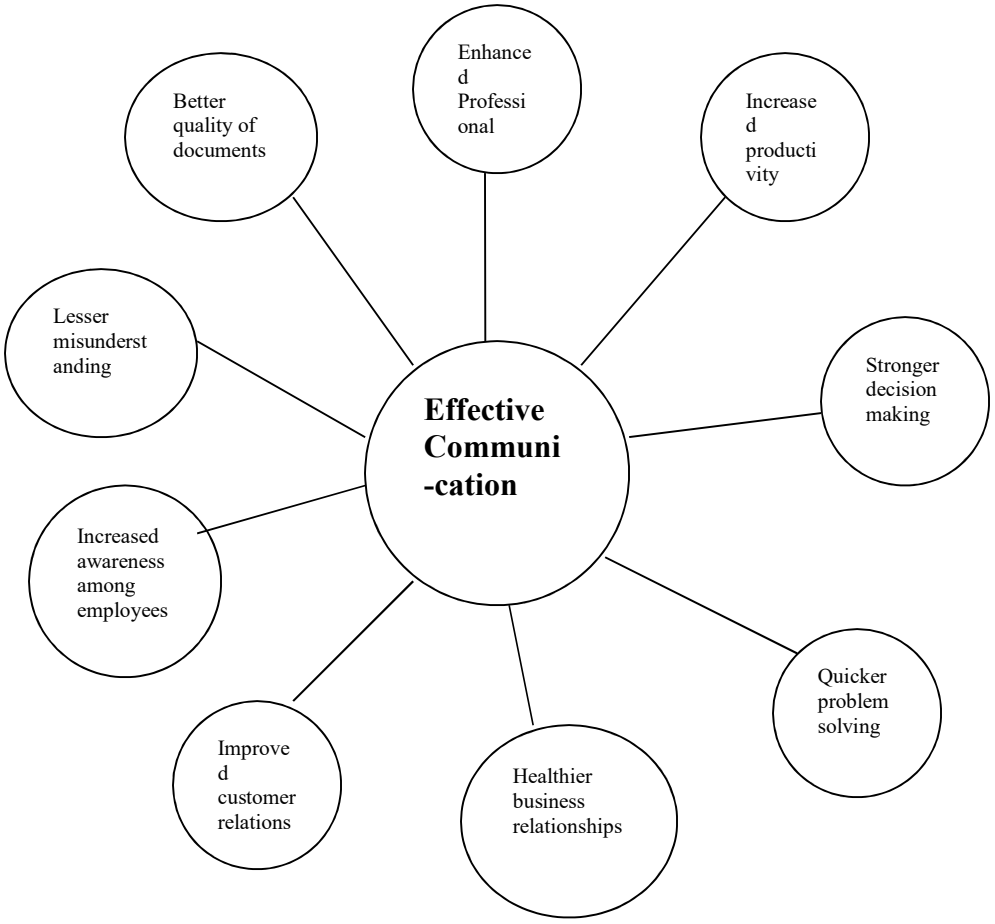


Figure: Benefits of Effective Communication

15.9.2 Purpose of writing

1. For any effective writing the purpose of communication is to be understood. Basically there are two purposes of communication process.
    a. to inform the target group.
    b. To persuade the target group.

a. to inform:The writer has to give information and explain the various purpose through writing. This kind of writing is also called informative writing. Informative writing is mainly found in scientific data, statistics, business reports, etc. The main purpose of this type of writing is to give information and nothing else. Its purpose is to educate and not persuade anybody, hence, objectivity is maintained. There is little room for bias. There are certain questions that should be kept in mind while writing informatively. The questions are mentioned as below;

1. Is the focus given on the subject of discussion?
2. Is it primarily informing or rather it is persuading?
3. Whether it offers an exact and complete information?
4. Is it possible to ascertain the information?
5. Is the information provided is logical and clear?
6. Whether the writing makes a good reading?

b. To persuade: This type of writing is also known as persuasive writing. The main aim of this kind of writing is to convince the reader about any matter. The matter can be however debatable, and it expresses opinions and not facts. It can be also termed as argumentative for it supports a particular viewpoint. This particularly focusses on the thinking of the reader. This type of writing is mainly found in business proposals, religious books, editorials, letter to the editor, etc.

Even here certain questions are to be kept in mind while writing informatively. The questions are mentioned as below;

1. Whether the writings focus on the reader?
2. Is it successful in convincing the reader rather than informing them?
3. Whether it is able to support the viewpoints by giving strong reasons?
4. Whether it clearly follows any logical reasoning or not?
5. Whether it is finally able to meet its purpose?

2. Audience: Another task for effective writing is to understand and recognise the needs, expectations, attitudes of the audience or the receiver of the message. The written communication is not like the other forms of communication. It is a oneway communication,i.e, from the Sender to the receiver,

   It is not easy on the part of the receiver to clarify any doubts in the process. In case of any confusion the receiver will not be able to get any clarification from the sender. Therfore, the foremost concern of the writer should be to write a correct writeup for a good communication.

3. Clarity: In written communication the writer has to follow the priciple of coherence in the sentences and paragraphs. The language should be such that thoughts of the writer are clear and can be easily understood by the reader.

15.9.3 The Principles of effective writing

For effective writing in business communication certain principles should be followed. The main principles that should be kept in mind while writing for business communication are as follows;

- Accuracy
- Brevity
- Clarity

Accuracy: In business communication writing, there should be accuracy. After completing the writing it is the responsibility of the writer to check and re-check the information to avoid any kind of mistakes. Accuracy is important for the facts, figures and the language used. The words used should be always correct. Again there should be appropriateness.

Brevity: The writing in business communication should be very concise. Use of unnecessary words should be avoided. Brevity means concise and exact use of words. In business communication an ability to exercise brevity is an added advantage and to use no more words than needed makes the meaning clear and unambiguous.

Clarity: In business writing the words used should be clear and should reflect the thinking of the writer. Clarity is an essential quality for a communication and in business communication it is of utmost importance for the target groups who should understand the message clearly. For this, simple words should be used instead of phrases and idioms.

15.10 Economic newspapers

There are quite a few newspapers on financial and economic matters. Given below are two such newspapers.

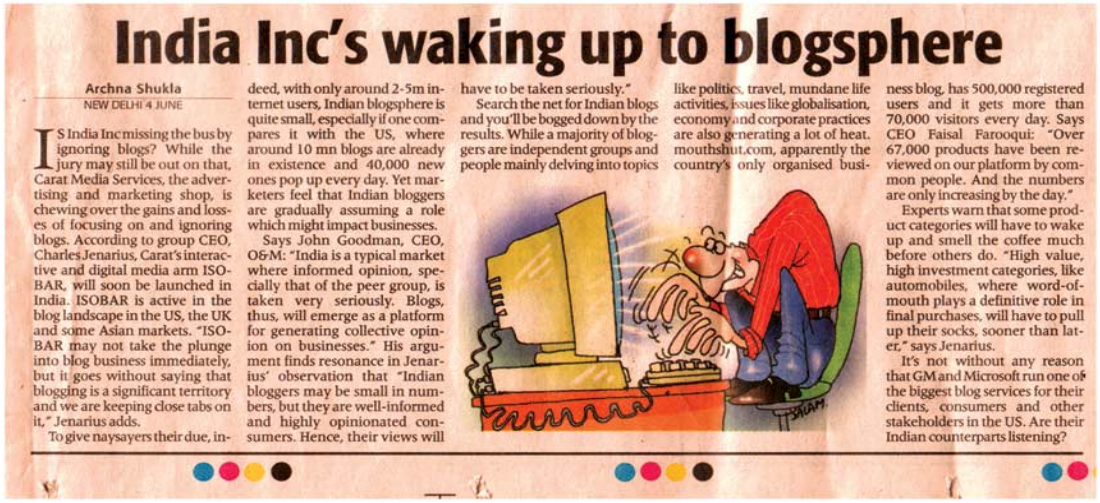
15.10.1 THE ECONOMIC TIMES

The Economic Times is an English daily newspaper. It is published by the Bennett, Coleman & Co. Ltd. This company is a part of The Times Group. It started from the year 1961, by P.S. Hariharan. He was also the first editor of the newspaper. It is one of the highest circulated dailies in India. It is published from the ten metropolitan cities of the country, i.e, Mumbai, Delhi, Bangalore, Chennai, Kolkata, Lucknow, Hyderabad, Ahmedabad, Chandigarh and Pune.

The Economic Times mainly deals with the issues of Indian economy. There are different segments in the newspaper where the share prices, share market, the prices of different commodities in the market are dealt with. Anything related to finance is discussed here.

News and views related to the financial world are published here. In June 2009 The Economic Times launched a television channel as well. It is called ET Now.





India Inc's waking up to blogsphere

Archna Shukla
NEW DELHI 4 JUNE

IS India Inc missing the bus by ignoring blogs? While the jury may still be out on that, Carat Media Services, the advertising and marketing shop, is chewing over the gains and losses of focusing on and ignoring blogs. According to group CEO, Charles Jenarius, Carat's interactive and digital media arm ISOBAR, will soon be launched in India. ISOBAR is active in the blog landscape in the US, the UK and some Asian markets. "ISOBAR may not take the plunge into blog business immediately, but it goes without saying that blogging is a significant territory and we are keeping close tabs on it," Jenarius adds.

To give naysayers their due, indeed, with only around 2-5m internet users, Indian blogsphere is quite small, especially if one compares it with the US, where around 10 mn blogs are already in existence and 40,000 new ones pop up every day. Yet marketers feel that Indian bloggers are gradually assuming a role which might impact businesses.

Says John Goodman, CEO, O&M: "India is a typical market where informed opinion, specially that of the peer group, is taken very seriously. Blogs, thus, will emerge as a platform for generating collective opinion on businesses." His argument finds resonance in Jenarius' observation that "Indian bloggers may be small in numbers, but they are well-informed and highly opinionated consumers. Hence, their views will have to be taken seriously."

Search the net for Indian blogs and you'll be bogged down by the results. While a majority of bloggers are independent groups and people mainly delving into topics like politics, travel, mundane life activities, issues like globalisation, economy and corporate practices are also generating a lot of heat. mouthshut.com, apparently the country's only organised business blog, has 500,000 registered users and it gets more than 70,000 visitors every day. Says CEO Faisal Farooqui: "Over 67,000 products have been reviewed on our platform by common people. And the numbers are only increasing by the day."

Experts warn that some product categories will have to wake up and smell the coffee much before others do. "High value, high investment categories, like automobiles, where word-of-mouth plays a definitive role in final purchases, will have to pull up their socks, sooner than later," says Jenarius.

It's not without any reason that GM and Microsoft run one of the biggest blog services for their clients, consumers and other stakeholders in the US. Are their Indian counterparts listening?

15.10.2 BUSINESS STANDARD



www.business-standard.com

Business Standard

FT FINANCIAL TIMES

HE PROVED JUSTICE MAY BE DELAYED BUT NOT DENIED

DECODING THE CHARISMA OF 'UNBRANDED' BRANDS

MADHUKAR SABNAVIS PAGE 11

JEWELLERY BIZ TO ADD SHEEN TO TITAN

Q&A; BHASKAR BHAT PAGE 10

IN BRIEF

Genpact lists on NYSE

Fuel price hike

Nelp VII held up

Indian techies log in to elite global R&D

HIGH-TECH FELLOWS

Company	Fellows	Indians
IBM	67	5
MICROSOFT	18	2
HP	11	2
MOTOROLA*	11	0
APPLE	8	0

* However, Motorola has 3 key Indian technologists.

C Mohan, IBM Fellow and chief scientist of IBM in India, has 34 patents to his name

Business Standard is a financial newspaper. It is published by Business Standard Ltd (BSL). The newspaper is published in two languages, i.e., Hindi and English. The English edition of the newspaper comes from twelve regional centres. The centres are at New Delhi, Mumbai, Chennai, Bangalore, Chandigarh, Pune, Lucknow, Ahmedabad, Hyderabad, Kochi, Bhabeneshwar and Kolkata.

The Business Standard was started in the year 1975 by the Ananda Publishers. It was started by in Kolkata. But the Business Standard became a separate company in the year 1996 under the Kotak Mahindra bank. It made a rapid and significant expansion with several new editions. In its total readership it is next to the Economic Times.

The Business Standard is a reliable newspaper that represents responsible journalism. It also provides a monthly supplement to its readers. It also publishes several periodicals, like, *Indian Management*, *the Asian Management Review*. The newpaper also offers its own website, where the e-paper is available. Very recently, i.e, on January 2010, the group has launched an information cum trading website. It is called *smartinvestor.in*. It is especially designed for those interested in stock market.

CHECK YOUR PROGRESS

Q.2 : Fill in the blanks -

i. The Economic Times is published by _____

ii. The Business Standard started in the year _____

15.11 PUBLIC RELATIONS AND MARKETING

By now you have already become familiar with the term 'Public Relations'. You have also come across this term in the previous units. The public relations or PR function is a vital area in any kind of organization. The function of PR is usually carried out by specialized individuals. Here, the main purpose of the PR officer is about maintaining a healthy relationship between the organization and the public. One of the main aims of PR is to influence the public with the help of mass media. For the success of this aim mediums like television, radio, newspapers, exhibitions, etc can be used. It is the job of a PR person in any kind of organization to highlight any form of newsworthy events. The various events may comprise products, developments, human interest stories, etc. These events are later turned into some or any of the following;

- Press conferences
- News releases
- Briefings
- Corporate materials
- Reports

The role of any PR organizations is to motivate the people in different situations. The purpose is also to develop a suitable work culture and to maintain a mutual understanding between the organization and the public. The PR department also plays the role of bridging the communication gap between the organization and the target audiences.

The PR department has to maintain a good relation with the different medias. It also has to liasion with the Information and Public Relations Department of the government, such as PIB, AIR, Doordarshan, DIPR, etc.

The PR department is responsible to prepare various advertisements, notification, etc. The production of audio-visual advertisements, preparation of ad-copy, layouts, etc has to be prepared by the PR department.

To produce effective PR materials certain guidelines should has to be followed. These are;

- The material should be factual.
- It should be newsworthy
- It should be impartial
- It should have the latest information
- The material should be appropriately distributed
- It should be prepared in a professional way.

Marketing

Marketing is all about disseminating information related to the organization or its product.

In the business world marketing is an important segment. The purpose of any business is not only to sale a product but also to satisfy the customers and to keep them. Marketing in any organization deals with the ‘marketing mix’ concept. The concept of the 5Ps has been already discussed in the previous unit. All the Ps of marketing mix are loosely related to the process of marketing but the main relation is with ‘Promotion’. In marketing, media is used for promotional activity. Every organization or company needs a medium to promote its products. It is very important to choose a perfect medium that is most suitable and which is able to present the product in an acceptable way.

For marketing and making the people know about any product it is very important to consider the target audience.

15.12 ETHICS IN COMMUNICATION

In communication it is very important to know and understand what one is speaking and communicating. In business communication also we should always keep in mind the importance of ethics. Now the question arises as to what exactly 'ethical communication' means? There are certain points that should be kept in mind for business communication. The important characteristics of communication ethically are as follows:

1. ***Making the point clear without offending the audience:*** One of the most important issues that should be kept in mind while communicating is to get the response from the target audience. The response from the audience should be clear and effective. One needs to get his or her point in a very effective manner. The message should be loud and clear but subtle at the same time.

2. ***Sustaining and maintaining a relationship with the audience:*** In business communication it is very important for the communicator to maintain a good relation with the target audience.

3. ***Ethics may differ for the audience:*** The communicator should take an effort to understand the needs of various audiences.

15.13 AUDIENCE ANALYSIS

In business communication the needs, the interests and the backgrounds of the audience demand some attention. Lack of analysis of the audience will result in the starting of various kinds of problems related to the profession. Now, the first and foremost thing is to identify the types of the audience. The common division of the audience are divided into various catagories is discussed below:-

- Experts: Experts are those people who have some kind of knowledge regarding the product. These people are highly qualified with higher degrees and work in various academic settings. In analysing this group of people one has to be very careful as these people are experts in the field and to convince them is a tough job.

- Technicians: These people are mainly those who are directly related in the preparation, repairing and designing of the product. They have high technical knowledge about the product, but it is mostly practical knowledge.

- Executives: These people are those who take decisions on the areas of business, administration, legal, governmental, etc. This group might have a little technical knowledge but the knowledge will be a restricted one because they are not specialists in the field.

15.14 LET US SUM UP

In this unit we have learned in detail about use of media for business. We have discussed ;

- The concept of business communication and importance of media for business.
- Different kinds of media as used in business communication which include print and electronic media and new media.
- Selection of appropriate media for business communication is based on some criteria such as purpose, audience, nature, time, cost, etc. Incorrect choice of medium may result in the poor media quality whereas when there is an immediate feedback from the receiver it is the richest media quality.

15.15 FURTHER READING

1. Business Communication by P.D Chaturvedi and Mukesh Chaturvedi, publisher: Dorling Kindersley (India) Pvt. Ltd., New Delhi.

2. Business Communication by Meenakshi Raman and Prakash Singh, publisher Oxford University Press, New Delhi.

15.16 ANSWER TO CHECK YOUR PROGRESS

Ans to Q No 1 : For selecting the right media the following criterias should be followed;

1. Purpose
2. Audience
3. Nature
4. Time
5. Cost
6. Presentation Needs

Ans to Q No 2 :

i. the Bennett, Coleman & Co. Ltd.

ii. 1975

15.17 POSSIBLE QUESTIONS

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

Q.1 : What is business communication? How can you write effectively for business communication?

Q.2 : What is the role of media in business communication?

Q.3 : What are the different types of media?

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

Q.1 : What are the different criteria in selecting the appropriate communication media?

Q.2 : Draw a table to show the relation between the nature of message and the resultant media quality.

Q.3 : Write briefly about -

(a) Importance of writing skills in business communication
(b) Principles of effective writing.