UNIT – 8: ELECTRONIC MEDIA ORGANIZATION

UNIT STRUCTURE

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8.4.3 Programme section in TV and radio

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8.9 Content creation and role of advertising

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8.1 LEARNING OBJECTIVES

In the last unit we have learned about the organizational structure of print media establishment and the functions of the different departments. After going through this unit you will be able to:

- Define electronic media organization
- Understand the concept of Electronic News Gathering and Electronic Field Production
- Identify the personnel that are involved in Radio and Television broadcation
- Get an overview of the viewership \listenership of Radio and Television

- Explain the role of advertising in content creation.
- Describe the genre or types of programmes

8.2 INTRODUCTION

This is the fourth unit of the course on Media Management. In this unit we shall learn about the electronic media organization, Electronic News Gathering, Electronic Field Production, Personnel involved in production and news, viewership\ listenership patterns, content creation, role of advertising and different genre of programmes. After going through this unit you will get a grasp on how the electronic media organizations carry on their activities.

8.3 ELECTRONIC MEDIA ORGANIZATION

Electronic media organizations are those organizations that operate through the use of electronic gadgets. The important electronic media organizations are radio and television. Electronic media organizations have made communication easier, cheaper and timely. It is because of electronic media that the world has become today a global village. Managers in an electronic media organization deal with a diverse workforce

8.4 NEWS AND PROGRAMME SECTIONS

8.4.1 News section in a radio station

The newsroom comprises the most important section in a radio station. The individuals working in a radio newsroom varies depending on the size of the station, whether it is part of a cluster operation or a single outlet, and its format. In a small market a radio station on an average employs one or two full time news people. This does not apply to those outlets which are financially not sound to hire news people. However, these stations do not necessarily ignore the news story. Instead, they delegate the responsibilities to their DJs to deliver brief newscasts at specified times. During such times, the on-air person collects the news from the wire service during record cuts and broadcasts it nearly verbatim – a practice known as "rip 'n' read".