

# GLOBAL EDUCATION NETWORK SOCIETY'S

## GWR on "Mass Media and communication"



Dr. Bhargav Revankar

The session begin with introduction to Media, Mass media and Management aspects by student managers Mr. Rameshchandra, Mr. Abhinav, Mr.Rakes and Ms. Rosemerry.

Mr. Girish Gowda, MD, Aspect network media invited on Global Weekly Review-GWR, scheduled on 18-Mar-2014. GWR of the week was planned with theme "Mass communication".

Mr. Girish Gowda started with financial particulars – starting with budgeting. How budgeting of a channel, individual TV serial, program or a reality show? The income of all the shows/ programs, the distribution channels was exclusively explained with respect to Kannada TV channel in particular.



The facet of an individual channel and its comparisons are also explained while narrating the query TRP of a student. The ranking of any TV serial is based on TRP. TRP is calculated on sample of TV watching population between given prime time or serial timing with the time slicing of every minute. A special statistical tool will give the analysis and TRP ranking in the range one to ten. Ranking one being lowest & ten the highest.

The TRP ranking plays a vital role in advertisement world, rather directly proportional. An advertisement demands TRP rating above 5+. Higher the ranking, higher the slot bookings and pricing. And accordingly 10 second ads and 20 seconds ads will be allocated too.

The total technology involvement automated to calculate TRP and every channel look forward high TRP's. The role of operations research in promoting some projects plays vital role. Some time to attract new set of customers towards the channel, projects will be launched where ROI with negative returns is a strategic move. It will be a sleek loss to the channel in total. These will be usual practises of National level channels.

As usual Human Resource is the biggest risk and challenge even to TV channels. The attitude of front screen and background workers plays very important role. HR includes technical personals, the editors, the actors etc. The ethics is myth, resent past which is administered by a governing body to certain extent. But as a publicity stunt, to go with taste of public, and point of survival, the industry exercises unethical practices.

He also explained, repeated telecasting of the same episode twice/thrice is another means of keeping target audience in curiosity which in turns maintains TRP.

Finally Mr. Gowda answered all the queries of students and faculties, like breakeven stock of episodes, quality aspects and in total opportunities to a MBA student in Media Industry.

The GWR was witnessed by 73- including students and faculty of GBS.

We render special appreciations from GBS to Mr. Girish Gowda and his team for the wonderful session.

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