



Ref. No.:

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B.Com. 1
CORE CONCEPT OF

BUSINESS MANAGEMENT & COMMUNICATION

QUESTION 2:- Short note on:-

- Media management
- Press release
- Press conference
- Media interview
- Workshop
- Conference

ANSWER:- A. Media Management:- Mass communication reach out the target audience, but also attracted their attention and at their point, it become important to the organization that they have adequate media management department who take care all these activity which is related to media.

B. PRESS RELEASE:- Press Release to the announcement of the important message or development concerning themselves the organization which is convey the public at large, the press and other media. The news of communication and organization adopt for convincing message may be direct and specific or general.

1. It should be news worthy.
2. It should be Brief.
3. It should be factually true.
4. It should be drafted in simple language.

C. PRESS CONFERENCE:- When an organization has something news worthy to tell to media, and when it is more in depth approach and discussion is needed then, it is possible to provide by sending out a press release.

D. MEDIA INTERVIEW:- Media interview is the tool by which an organization present their good image in front of general public, by this reason there are some tips for media interview.

- Avoid Jargon
- Do not repeat an interviewer negative comment.
- Make eye contact with journalist
- Never wing it i.e. don't be hyper or excited



E. WORKSHOP: - Workshop is also a gathering or a training session which may be several in length generally, it is more work oriented, with guidance by specialist resource person and participation by all human member of group. **It is an emphasis on problem solving, training, and require the involvement of the participants.**

F. CONFERENCE: - A conference is a closed discussion. A conference is usually a large gathering of person who meet to confirm a particular issue or to exchange experience or information. A conference may held to exchange view on some problem being faces by the organization or other issue relate to it. The participant in the conference has to register for attaining the conference.

QUESTION 3:- Define the media interview seminar? Also define the Business Etiquettes.

ANSWER:- Seminar means to assemble at particular platform for conduct the session of answering round between experts and same level of people, to aware the experience and new things to the same level of people, it is as a learning or knowledge delivered process.

In every organization basically conduct this session of **MEDIA INTERVIEW** at the time of company will launched new products as well as represent the final turnover received from the business, this will to help provide information in the market as well as investors who invest the money.

SOME IMPORTANT TIPS FOR INTERVIWER AT THE TIME OF MEDIA INTERVIEW SEMINAR:-

1. Proper knowledge
2. Politeness, positive impression
3. Never wing it
4. Always given answer of the journalist as a news worthy
5. Proper arrangement of sitting as well as arrangement of all equipment needed as per requirement of the seminar interview session.

Business Etiquettes means manners which represent by the employee as well as employer in an organization. It is also creating a positive environment in the organization as well as reduces the conflicts.