



**AdusumilliGopalakrishnaiah & Sugarcane Growers  
Siddhartha Degree College of Arts and Science**  
Autonomous College :: Aided College of Govt. of AP  
**NAAC 'A' Grade College**  
Vuyyuru, Krishna (Dt.), Andhra Pradesh-521165

## **CERTIFICATE COURSE**

**TITLE: INTRODUCTION TO MEDIA MANAGEMENT**

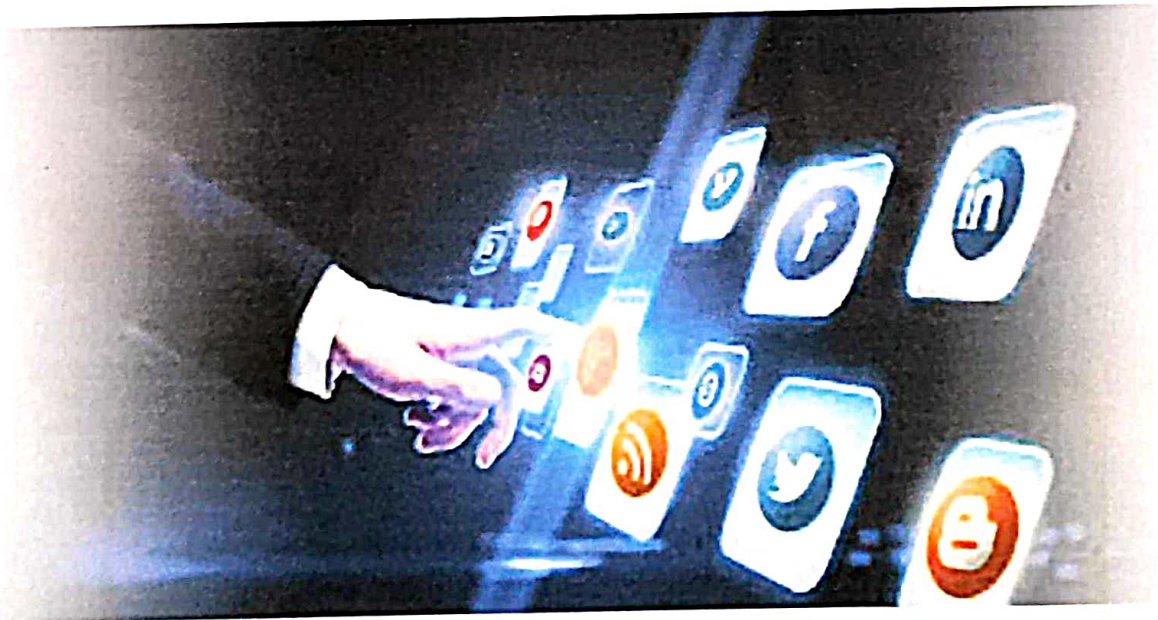
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**On 03-12-2018 to 11-1-2019**

**Duration of the Course: 30DAYS**

**Organized By**

**Department of Telugu**



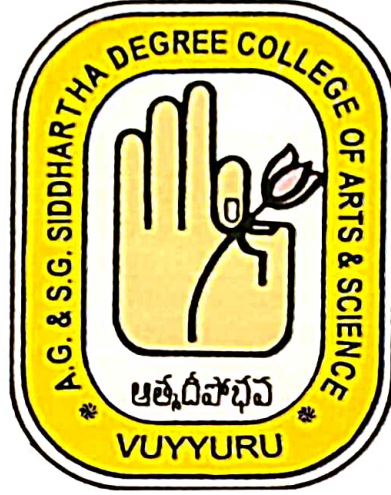
**A.G. & S.G. Siddhartha Degree College of Arts & Science**

Vuyyuru-521165, Krishna District, Andhra Pradesh

(Managed by: Siddhartha Academy of General & Technical Education, Vijayawada-10)

An Autonomous College in the Jurisdiction of Krishna University

Accredited by NAAC with "A" Grade



**DEPARTMENT OF TELUGU**

**Certificate Course**

**Title: Introduction to media management**

**2018-19**

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| Name of the Lecturer   | : | smt. M.LS Kumari                  |
| Class                  | : | II B.A/ B.Com/B.Sc                |
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**A.G. & S.G. Siddhartha Degree College of Arts & Science**  
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**Date: 03-12-2018 to 11-01-2019**

| Date                           | Content   | Module No. |
|--------------------------------|---|------------|
| 3.12.2018<br>To<br>10.12.2018  | Introduction, Importance of media management, personal management, media Training   | I          |
| 11.12.2018<br>To<br>17.12.2018 | Skilled labour Problems, trade unions, external focus in management, co-ordination between various branches of medium   | II         |
| 18.12.2018<br>To<br>26.12.2018 | Inter relations between various media security arrangements in media centers, problems of quality control, Influence of Government on production and broadcasting | III        |
| 27.12.2018<br>To<br>11.01.2019 | Review by public and service organizations, Internal arrangements in broadcasting radio and television  | IV         |

## Introduction to Media Management

### Introduction

The truth is that nobody really knows – yet. The only thing that's absolutely certain is that the old certainties have gone for good. The BBC was designed in the 1920s on the pattern of the British civil service to run a monopoly. If it had stayed that way, it would now be as dead as the dodo. As will be any broadcasting organisation which fails to adapt to the new media environment.

There's no market more dynamic and fast-moving than that of the media. New technologies – and convergence among existing ones – are causing monumental shifts both in consumer behaviour and in the potential for content providers and distributors. Some will emerge as big winners; but the actual take-up by consumers is by no means universally assured and is constantly changing.

As digital technology brings with it a previously unimaginable proliferation of media outlets, the audience share of any individual broadcaster must inexorably fall. The figures are already a fraction of what they were even ten years ago: programmes once watched by 15 or 20 million viewers are now lucky to attract five million and the figures are still falling. In fact, in this new media world, to speak of broadcasting in its traditional sense may become an anachronism.

Though people are still spending a lot of time in front of their screens, they're devoting much less of it to viewing broadcast schedules. In 2006, internet use in Britain exceeded broadcast television viewing for the first time; at the time of writing, Google's UK advertising revenue has already overtaken that of the terrestrial commercial television channels.

So content providers are increasingly integrating terrestrial transmission with satellite, cable, broadband and telephony. And with print: the web-sites of newspapers are increasingly indistinguishable from those of broadcasters; which raises interesting questions for regulators in countries where, historically, the regulatory regimes for the two means of publishing are significantly different.

For broadband distribution of similar content, which rules should apply? DVDs, video-on-demand, interactive channels and video games are all transforming the traditional

viewing experience. PVR ('every viewer his or her own scheduler') enables the audience to by-pass commercial breaks, with major consequences for conventional advertising revenue. With the spread of broadband, the internet is becoming a distribution network on a scale inconceivable when its only access was by slow and expensive dial-up links. Mobile reception is making significant inroads, suggesting that 'place-shifting' will be the next step-change beyond (now long-established) time-shifting: viewers will be able to watch their own television on a laptop or other device anywhere in the world via the internet.

And the simplification – and the cheapness – of authoring equipment and software means that anyone can now shoot and edit their own material and blog and vlog it world-wide over the net. The use by the professional media of more and more so-called UGC (user-generated content), both on-screen and in print, suggests that the 'citizen journalist' is becoming a reality.

We're seeing a democratisation of the airwaves – a major shift from a channel based to a network-based world, from 'push' to 'pull' consumption. That doesn't mean, of course, that 'linear' broadcasting will disappear; indeed, it's likely to remain the principal content-source for very many people. But it will have to learn how to co-exist with many other competing outlets and to survive with much-reduced audiences.

### **Importance of Media Management**

The right public connections is essential if you are into different kinds of marketing and advertising programs that are developed towards improving the image of your business. As it is, press release is entirely about building the right relationship to promote or advance the reputation of the company, its management as well as employees.

In addition to this, you require the best insider marketing in order to communicate your message to obtain supporters, advocates and allies in the institution and the entire community. By means of the right press exposure, you can even seek the services of people to help you in boosting the image of your company and in improving your organization's image in the unique internet.

However, if you will work with several funding organizations, you will know that you can actually obtain the result that you have always wanted. True enough, it is not that easy for any one to build a company name especially in these modern times when several organizations are currently improving their own reputation so as to convince the group that they have the most popular and top quality offers.

True enough, the best press exposure can also help in the growth of any company and getting it connected to the right establishments as well as economical aid from various departments. The fact remains that press release is not simple advertising or marketing; you also have to include exposing the company to various special events, community relations, social networking, blogging, internal relations, and other important works that are geared towards achieving the best media exposure.

Hence, what is the most excellent way for you to be sure that you are going to get the best possible result?

Public or media connections is very essential especially for a new company; this is applicable to an organization's connection with several press websites and even professionals in the online press release world.

The same as any other type of media consulting, the concept performs through developing connection so as to link the organization's objective, goals, ideas and other newsworthy actions. Notwithstanding the fact that most organizations want to keep their primary focus on creating more highly effective relationships with the group, it's simply essential for any organization to make sure that it has a powerful connection with the press in order to obtain the best results.

True enough, there are times when information launch is seen or considered as a device that is used for boosting certain information experiences, but if you truly evaluate its significance, you will see that it will certainly increase the image of the organization and persuade many people to use the products which are being marketed.

### **Personnel management**

Administrative discipline of hiring and developing employees so that they become more valuable to the organization. It includes (1) conducting job analyses, (2) planning personnel needs, and recruitment, (3) selecting the right people for the job, (4) orienting and training, (5) determining and managing wages and salaries, (6) providing benefits and incentives, (7) appraising performance, (8) resolving disputes, (9) communicating with all employees at all levels.

### **Media training**

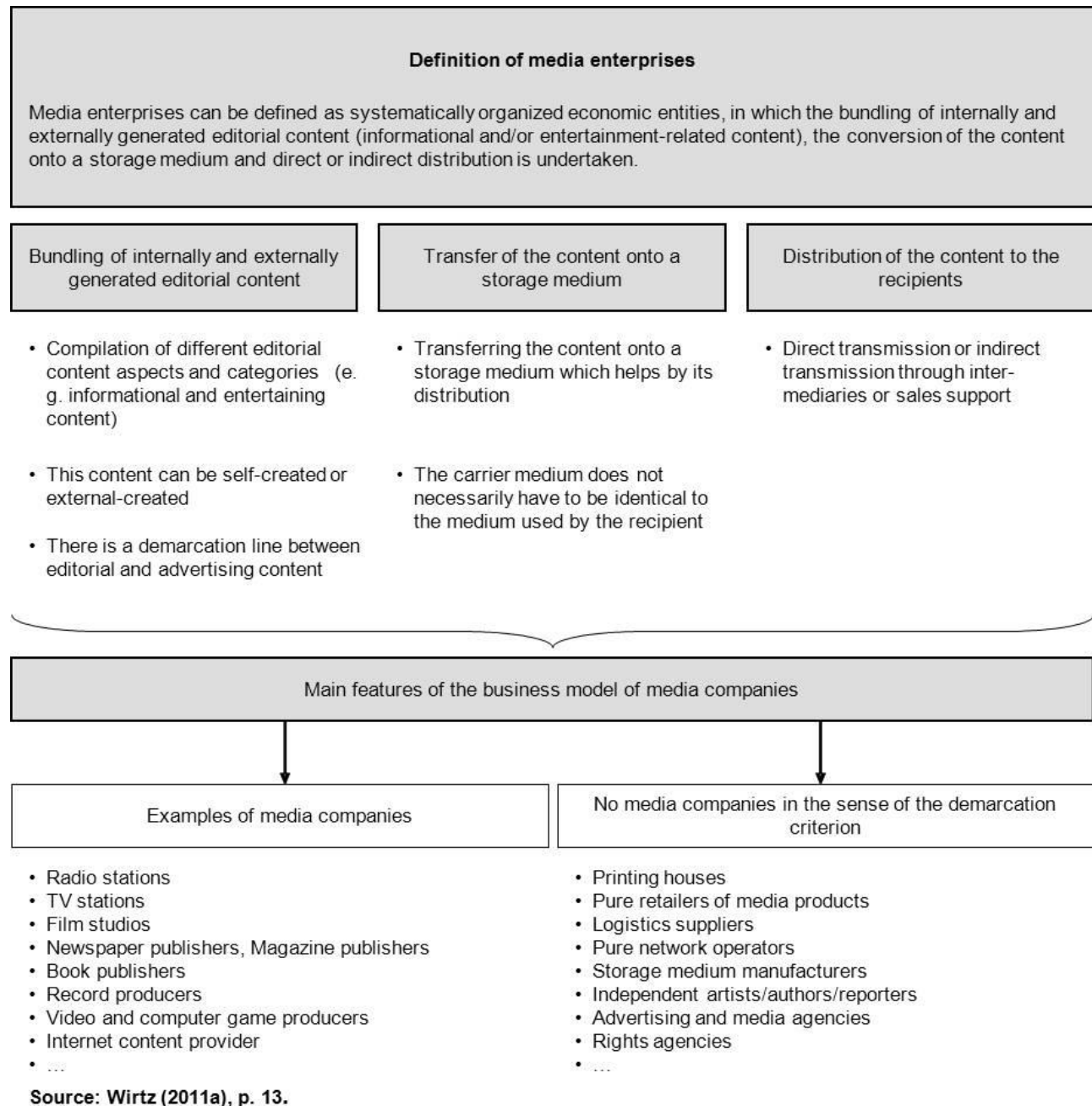
Media Training helping people to understand the media, develop spokesperson skill and the confidence to be effective in interviews with reporters on TV, radio or news stations. The goal of media training should be to ensure that your spokesperson feels a sense of confidence and control when approaching interviews with the news media.

To achieve this confidence, media training should include, but not be limited to, three critical elements:

*Understanding the media:* spokespersons should be taught to think like reporters so they understand reporters' roles, their needs and their tactics. This should include work on messaging to make them clear, substantive and media-friendly.

*Real world practice exercises:* interviewees should be subjected to on-camera interviews with a trainer playing the role of a reporter. The questions asked should be realistic and focused on the industry-specific issues the person is most likely to face.

*Expert evaluation:* the greatest value for spokespeople comes from seeing themselves on screen and being evaluated on their verbal responses, message control, body language and overall presentation. While media training involves much more than this, these are by far the most important parts of effective media training.



### Skilled labour problems

The following points highlight the eight major problems faced by labour market in India. The problems are: 1. Surplus Labour Force 2. Unskilled Labour 3. Lack of Absorption of

Skilled Labour 4. Imperfections 5. Work Culture 6. Militant Unionism 7. Unemployment  
8. Lack of Labour Reforms.

#### 1. Surplus Labour Force:

Labour market in India is suffering from surplus labour force. A huge number of labourers are rendered surplus due to lack of adequate demand arising out of both primary, secondary and tertiary sector. Due to high rate of growth of population, a huge number of labour forces is continuously being added with the existing labour force leading to a huge surplus in the labour market.

#### 2. Unskilled Labour:

Another major problem of labour market in India is that there is a growing number of unskilled labourers in the country. In the absence of adequate vocational institutes, skill formation among the labour force in the country is very slow. This huge number of unskilled labourers find it difficult to become self employed and thus create a huge army of unemployed in the country.

#### 3. Lack of Absorption of Skilled Labour:

In India the absorption rate of skilled labour force is also very poor. A huge number of technically educated youths after completing their technical education like engineering, vocational courses etc. are finding it difficult to get themselves absorbed in the secondary sector, leading to a huge problem educated unemployment in India.

#### 4. Imperfections:

Labour market in India is also suffering from some imperfections such as lack of adequate information regarding jobs, lack of suitable agency for the proper utilisation of labour force, child labour practices, lack of proper manpower planning etc. Such imperfections have been resulting in various hurdles in the path of absorption of labour force smoothly.

#### 5. Work Culture:

Work culture among the Indian labour force is not at all good. Whatever work force is absorbed in various productive sectors it is not adhered to healthy work culture. This has been resulting in lesser economic surplus in the production system which restricts indirectly its absorption capacity in future.

#### 6. Militant Unionism:

Labour market in India is also facing the problem of militant unionism. In some productive sectors and that too in some particular states, trade unions are not adhering to healthy practices. This has led to militancy in the union structure and its activities, which is detrimental for the greater interest of the nation.

#### 7. Unemployment:

Labour market is also facing a serious problem of unemployment. A huge number of work forces of our country remain partially or wholly unemployed throughout the year or



some part of the season. This has led to the problems like disguised unemployment, seasonal unemployment, general unemployment and educated unemployment.

In the absence of adequate growth of employment avenues, unemployment problem in the country is gradually becoming much more alarming day by day.

Moreover, due to the policy of downsizing followed both in public and private sector and also in government administration and services sector, the problem of unemployment is becoming much more acute. This has also been putting much pressure on the labour market of the country.

#### 8. Lack of Labour Reforms:

Labour market in India is also suffering from lack of adequate labour reforms provision. Economic reforms introduced in the country during the 1990s have changed economic scenario of the country. But the country is lagging behind in adopting necessary labour reforms which are rational and important under the present context.

We have seen that the labour market in India has been suffering from the aforesaid serious problems. Thus the Government should chalk out proper policy for bringing necessary reforms in the labour market for the greater interest of the country as well as for the interest of labour force (both working and non-working) in general.

### **Trade Unions**

1. Concept: The trade union came in to being as an agent of workers and working class. Over the years workers struggled hard to achieve an adequate measure of their protection against exploitation. With the growth of modern industrial establishment, involving the employment of large no. of workers under the condition of poor bargaining power at individual level, the growth of trade union became necessary.

2. A continuous association of wage earners for the purpose of maintaining and improving the condition of their working lives. A continuous long term association of employees formed and maintained for the specific purpose of advancing and protecting the interests of members in their working relationship. A trade union is any combination, whether temporary or permanent, formed primarily for the purpose of regulating the relation between workmen and employer, or between workmen and workmen, and between employer and employer or for imposing restrictive conditions on the conduct of any trade or business. Thus as a whole trade union is an instrument of defense against exploitation and provide a forum for collecting the forces of working class.

3. Characteristics: Trade union is voluntary association of either employee or employer or independent workers. Trade union is generally permanent combination. Trade union formed by collective actions of workers. Basic objective of any trade union is to promote and protect the economic, social and vocational interest of workers / members. Trade union are adoptable to the changing socio-economic- legal - political environment. •

Trade union are designed to eliminate the exploitation of the workers through workers participation in the management.

4. Trade union emerged due to group psychology. Trade union is an organizing centre, it provide the locus for collecting the forces for working class. Trade union provides job security to the employees. Trade union can negotiate with management on the industrial conflicts. Right of workers i.e. wages and condition of work are protected by the trade union.

### **External forces in management.**

Media Managers must recognize and respond to all factors that affect their organizations. This lesson describes how the internal and external environments of an organization drive change within the company. Navigating in today's chaotic business environments is much like trying to steer a tiny boat back to shore while caught in the center of a hurricane.

There are many forces at work that a person will need to respond to in order to make it safely back to port. Just like this tiny ship, today's organizations and their media managers are faced with a significant amount of factors that require an immediate response, often in the form of organizational change. The forces that drive this change in business are known as the internal and external environments. This lesson will discuss how both the internal and external environments of an organization induce change.

An organization refers to events, factors, people, systems, structures and conditions inside the organization that are generally under the control of the company. The structure of the organization also influences the business decisions. The organizational structure like the composition of board of directors, influences the decisions of business as they are internal factors. The structure and style of the organization may delay a decision making or some other help in making quick decisions.

Those factors that occur outside of the company that cause change inside organizations and are, for the most part, beyond the control of the company. Customers, competition, the economy, technology, political and social conditions and resources are common external factors that influence the organization.

*Sociological:* Includes; the demographic status and trends, work ethics and personal values, and general cultures. This factors influences differently on how management accomplishes its jobs. The social environment presented by each country is unique and as the business becomes international, management s ought to understand these unique environments. This understanding assists the management to plan for the future and design products for particular groups of people.

*Economic and Political:* Includes; all the essential factor such as competitors, suppliers and customers in an open model of business the management must study the economy

and political environment for a continual and dynamic relationship. In this system the management assumes that the business or company has both input and output. By studying the companies' suppliers', competitors and customers as well as current political factors, the management are capable of making effective managerial and decisions. The products designed under this should possess place, form and time utility to succeed in the mark place.

*Technology:* Technology has the most dramatic effect on business as changes in this external environment are often quickly felt by firm. As the market can change overnight the management should be in a position to make decisions that will put the company in a flexible position to adapt with the technological changes.

### **Co-ordinations between various branches of a medium.**

Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of media enterprises. Media management contains the functions strategic management, procurement management, production management, organizational management and marketing of media enterprises.

A uniform definition of the term media management does not yet exist, and "the field of media management in its present form is neither clearly defined nor cohesive." Notwithstanding this fact, among existing definitions there is a shared base concerning the business administrative character of media management and the functional understanding of management. In the following a number of definitions are provided.

"Media Management consists of (1) the ability to supervise and motivate employees and (2) the ability to operate facilities and resources in a cost-effective (profitable) manner."

"The core task of media management is to build a bridge between the general theoretical disciplines of management and the specificities of the media industry."

"Media and internet management covers all the goal-oriented activities of planning, organization and control within the framework of the creation and distribution processes for information or entertainment content in media enterprises."

### **Inter-Relations between various media**

Media enterprises are strategically organized economic entities whose central work is generating and marketing of media. The generation of media is the bundling of internally and externally generated content and its transformation into a medium. The marketing is the direct or indirect distribution of media. The term media in this connection is restricted to one-to-many-communication with one sender and a large number of consumers. More precisely, the focus is on newspapers, magazines, books, music, television, films, internet and games. More details can be drawn from the graphic illustrating the definition of media enterprises.

In order to understand management in media enterprises it is crucial to build a larger picture of the media marketplace. The characteristics of media markets differ from markets of other economic sectors in several ways.

One characteristic of media markets is the multidimensional competition. Media enterprises operate in three different markets. They sell their services in form of content like information and entertainment, as well as in form of advertising space. These services are offered for different business markets. The content is offered to the consumer markets which differ depending of the type of media and the way it is used by consumers. The advertising spaces are traded on advertisement markets.

The third markets are procurement markets. They are needed as media enterprises generally do not produce all their offered content themselves but buy service packages of both, information and entertainment, from procurement markets. For example, authors and artists contracts or license and copyright deals can be acquired. But procurement markets can turn to business markets if, for example, complete rights to an event are purchased and then resold by a media enterprise in the form of secondary utilization rights. The described market structure is shown in the second image.

Image gives an overview of different media markets.

In fact, the three described media markets each media enterprise can be active in are strongly interdependent. But the intensity of their relationships differs. For example, there is a strong relationship between advertisement and consumer markets as the success among consumers drives advertising revenues. All possible inter-dependencies are pictured in the third graphic.

Furthermore, there are geographic media markets. Media enterprises operate in specific geographic markets. Some firms operate in a national market while other companies, for example, local radio stations operate in a regional area. So the marketplace of a media enterprise consists of the product media markets (consumer market, advertisement market and procurement market) and the geographic media market.

### **Security arrangements in Media Centres**

The precautions taken to prevent the possibility of accidents is called "Media Centres Security Arrangements". In this lesson you will know about the arrangements which are made at the construction site for various types of security. The aim of this lesson is not only to let you know as to what measures should be taken to prevent the accidents at media site such as what to do and what not to do, rather it is also to let you know as to how such good habits can be inculcated among all the workers starting right from top officers to ordinary workers, which minimizes the chance of accidents, that may cause loss of life/ any of the body parts and also creates hindrances in the construction work.

At the time of first appointment each employee will be got acquainted with the basic principles of media security fully. In this segment following things will be explained in detail:

1. Who should comply with the media security requirements.
2. Role and responsibilities of media security supervisor.
3. General requirement of media security during work.
4. Symbols of different types of security alerts and their observance.
5. Self Protection Equipment and their use.
6. Security Boards for machines, wire mesh, guard etc. their importance and use.
7. Special security zones.

### **Problems of Quality control**

Security officer is required to be alert at all the times during working hour and also after the working hour and see that no lapses occur in the security system at the construction site. If required the employee, who is lax and unaware of the security requirement should be alerted by him and any ignorance on the part of the employee about the security requirement should be removed at once. It is the responsibility of the security supervisor to train the worker about security directives and about the Personal Protective Equipment.

He has the further responsibility to:

- Impart training at the work site about the security requirements.
- Procure all types of general and personal security devices for each and every employee.
- Untrained and unauthorized person should not be allowed to run any equipment or machinery.

### **Your QC Department Looks Like a Firehouse**

Those of us who work in quality control can easily fall into the pattern of fire fighting—running from one issue to the next, solving each problem in the near-term as it crops up. This can work okay for a time, but it's not a great long-term strategy. When you only focus on solutions and never get down to the root causes that are creating your issues, you will find that the same types of issues keep occurring. "An ounce of prevention is worth a pound of cure" should be the mantra of every QC department. It's worth the extra time up front to get at the root causes of an issue.

### **Your Quality Folks Aren't Talking Cents**

The universal language of business is dollars and cents, so if your quality control department isn't translating your issues into actual cost to the business, they might not be heard. For example, you might calculate the cost of the time it takes to close different types of exceptions and add that information to your efficiency evaluations.

## There Is a Veil Over the QC Department

Sometimes the quality department is treated differently than manufacturing, engineering, or facilities when it comes to accountability. But it's very important that QC personnel and their equipment are held to certain standards, too. While QC is often responsible for finding solutions, they also need to be held responsible for their share of the causes—for instance, the impact to the supply chain if raw materials or final product testing is not completed effectively. If there has never been an evaluation of your QC department's process, it's definitely time to QC your QC.

## Your QC Department Sits in an Ivory Tower

Quality folks can do a much better job if they receive training in other areas, including manufacturing, validation, and project management. When a quality person is too specialized, it can prevent them from seeing the whole picture and finding more comprehensive solutions. If your QC department tends to be resistant to change, that might be a sign that it's time to expand their horizons with some additional training outside their primary field of expertise.

## Anything Short of Total Failure Is Considered Success

Let's say you work for a chemical plant that manufactures plastic bags. You make a polymer that requires water, but the water you're using has a bad bacteria in it. There is a corporate requirement that the water be clean, so the bacteria is a problem. However, the finished material passes the test even though there was a deviation earlier in the manufacturing process. So is it really a problem after all? If your client sees a pattern of failure within your process, they will begin to believe that you aren't truly concerned with quality, even if the final product technically meets the specifications. Make sure that you're taking all issues seriously, even if they don't seem to affect the final outcome at first glance.

## **Influences of Government on production and broadcasting**

Publications Division is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. The mandate of the organisation is to preserve national heritage and disseminate the same through the production and sale of quality reading material at affordable prices. It is publishing books in Hindi, English and other regional languages and marketing them through its nation-wide sales network..

Publications Division is preserving and presenting diverse aspects of Indian panorama. The organisation is one of the major publishers of Gandhian Literature and has preserved all written words of the Mahatma in its prestigious 100-volume series- the Collected Works of Mahatma Gandhi. Its books on art, culture, Buddhist literature, paintings, dance and music are sought after by experts in respective fields. Its

publications on Indian History and Freedom struggle, national and cultural leaders are considered valuable reading material for serious scholar of Indian history and culture.

The tradition of publishing quality books on diverse areas has been continuing since last seven decades. The forward march of India in science and technology, flora and fauna, geographical, sociological, literary and economic aspects keep finding expression in the Division's books

Publications Division is also publishing magazines and journals on various aspects of Indian life. Yojana, with its 13 language editions, is the flagship magazine on development-related issues. Kurukshetra, in English and Hindi, is devoted to rural development. Ajkal, in Hindi and Urdu, is a prestigious literary magazine.

Government of India, Ministry of Information and Broadcasting established Electronic Media Monitoring Centre with the aim to have effective monitoring of content of various TV channels beaming over Indian Territory for any violation of:

Programme Code

Advertisement Code

Various provisions of Cable Television Networks Regulation Act, 1995

The Centre has been entrusted with the work of monitoring the contents of (a) All TV channels up linking and down linking in India to check the violation of Programme and Advertisement Codes enshrined in Cable TV Networks (Regulation) Act 1995 and Rules framed there under, (b) Any other such work relating to monitoring of contents of broadcasting sector assigned by the Government from time to time.

At present, EMMC records and monitors around 600 TV channels round the clock. EMMC monitors and carries out a scrutiny of violations by electronic media in accordance with Codes framed under the Cable Television Networks Regulation Act, 1995. EMMC puts out reports on violations along with the recorded clips to the Scrutiny Committee, which examines and goes into the purported violations and forwards its findings to the Inter-Ministerial Committee and other bodies for further action.

Different media wings.

Press Information Bureau, Directorate of Advertising & Visual Publicity, Registrar of Newspapers for India, Publication Division, Electronic Media Monitoring Centre, Photo Division, Films Division, Directorate of Film Festivals, Directorate of Field Publicity, New Media Wing.

### **Review by public and Service Organisations**

Directorate of Field Publicity (DFP): It has been mandated to undertake field programmes to create awareness amongst the masses, particularly in rural areas about

government's Policies, Programmes and Schemes for their welfare through interpersonal communication with its network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices. Directorate of Field Publicity came into existence in 1953 with 32 Field Publicity Units under the control of four Regional Offices.

The Press Information Bureau (PIB): It is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media and also serves to provide feedback to the Government on peoples reaction as reflected in the media.

PIB disseminates information through different modes of communication viz. press releases, press notes, feature articles, backgrounders, photographs, database available on Bureaus website. Information disseminated is released in English, Hindi and Urdu and subsequently translated in other Indian languages to reach out to about 8,400 newspapers and media organizations in different parts of country.

In addition PIB organizes Press Conferences, Press Briefing, Interviews of the Ministers /Secretarys and other senior officers for sensitizing media persons on important policy initiatives of the Government. The Bureau also conducts Press Tours to successful project sites to enable media to have first hand account of developmental activities going on in the country.

The Directorate of Advertising & Visual Publicity (DAVP): It is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also route their advertisements through DAVP. As a service agency, it endeavours to communicate at grass roots level on behalf of various Central Government Ministries.

The origin of DAVP can be traced to the times of World War-II. Immediately after the out-break of Second World War, the erstwhile government of India appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of the Chief Press Advisor. A post of Advertising Consultant was created in June 1941 under the Chief Press Advisor. This is where DAVP has its roots. On March 1, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting. Following the expansion in its scope, functions and activities, this Advertising unit was declared an Attached Office of the Ministry of Information & Broadcasting on October 1, 1955. The office also assumed the name of Directorate of Advertising & Visual Publicity(DAVP). DAVP was further declared as Head of a Department on April 4, 1959. By virtue of this declaration, financial and administrative powers were delegated to DAVP.



## **International arrangements in broadcasting radio and television**

International broadcasting is broadcasting that is deliberately aimed at a foreign, rather than a domestic, audience. It usually is broadcast by means of longwave (LW), mediumwave (MW) and in shortwave radio (SW), but in recent years has also used direct satellite broadcasting and the internet as means of reaching audiences.

Although radio and television programs do travel outside national borders, in many cases reception by foreigners is accidental. However, for purposes of propaganda, transmitting religious beliefs, keeping in touch with colonies or expatriates, education, improving trade, increasing national prestige, or promoting tourism and goodwill, broadcasting services have operated external services since the 1920s.

All India Radio: As India's National Broadcaster and also the premier Public Service Broadcaster, All India Radio (AIR) has been serving to inform, educate and entertain the masses since its inception, truly living up to its motto – 'Bahujan Hitaya : Bahujan Sukhaya'. One of the largest broadcasting organisations in the world in terms of the number of languages of broadcast, the spectrum of socio-economic and cultural diversity it serves, AIR's home service comprises 420 stations today located across the country, reaching nearly 92% of the country's area and 99.19 % of the total population. AIR originates programming in 23 languages and 146 dialects.

All India Radio entered the realm of external broadcasting shortly after the outbreak of the Second World War on 1st October, 1939 when it started a service in Pushtu for listeners across the country's then North West Frontier. The service was designated to counter radio propaganda from Germany, directed at Afghanistan, Iran and Arab countries. After the end of the War, the equipment was presented to AIR, which took over active control. The need of continuing certain services was assessed and the number of services was rearranged.

With the dawn of Independence, the External Services of All India Radio assumed greater importance and significance as a medium for the expression of India's attitude to world events and problems. As a result, the single organization - the Central News Organization, which was dealing primarily with News and also with the External Services, was split in 1948 into two, the News Services Division and the External Services Division. All activities connected with the broadcast of news were taken over by the News Services Division while all programmes in Indian and foreign languages directed at listeners abroad became the responsibility of the External Services Division.

Today, the External Services Division (ESD) of All India Radio broadcasts daily in 57 transmissions with almost 72 hours covering over 108 countries in 27 languages, out of which 15 are foreign and 12 Indian. The foreign languages are Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan and English (General Overseas Service). The Indian languages are Bengali, Gujarati, Hindi, Kannada, Malayalam, Nepali, Punjabi, Saraiki, Sindhi, Tamil, Telugu and Urdu.

ESD has five major services namely, Urdu (non-stop 24 hours), GOS/English (8 hours 15 minutes), Hindi (5 hours 15 minutes), Bengali (6 hours 30 minutes), and Tamil (7 hours 15 minutes).

External Services Division projects to the world India's viewpoint, progress and policies along with its art and culture. With the changing scenario, its role has been further expanded due to an increasing number of Indian Diaspora, both PIOs and NRIs as well as foreigners interested in knowing India. ESD endeavors to provide them with information, education and entertainment with programmes on India's varied and multifaceted society.

ESD prioritizes its broadcasts on the following factors: 1. Political Relations, 2. Economic Compulsions, i.e. India's trade with other countries, 3. Social Relations: Broadcasts for NRIs and PIOs living in other countries.

The programmes project, Emerging India abroad, The country's democratic institutions and policies, Indian art and culture, India's point of view on major issues, A link with the Indian Diaspora.

Presently ESD is broadcasting to: 1. West, North, East and Southeast Asia, 2. North, West and East Africa, 3. Australia and New Zealand, 4. United Kingdom and some other European countries, 5. Indian Sub-continent.

Since 25th October, 1984, a special weekly capsule is being prepared and despatched for ethnic Indians in USA, Canada and U K through the Ministry of External Affairs.

## **Doordarshan**

It is an Indian public service broadcaster, a division of Prasar Bharati. It is one of the largest broadcasting organisations in the world in terms of the studios and transmitters. Doordarshan has started replacing its analogue transmitters to digital transmitters, which will allow up to 8 channels to be carried from a single transmitter. Doordarshan has a three tier programme services – National, Regional and Local.

The National programmes emphasises on events and issues of interest to the entire nation. These programmes includes news, current affairs, magazine programmes and documentaries on science, art, culture, environment, social issues, serials, music, dance, drama and feature films. The regional programmes are beamed on DD National at specific time and also on the Regional Language Satellite Channels, which caters programmes for interests of a particular state in the language and idiom of that region. The local programmes are area specific and cover local issues featuring local people.

## **Beginning**

Doordarshan celebrates its anniversary on 15th September, every year as Doordarshan had a modest beginning with an experimental telecast starting in Delhi on 15 September

1959, with a small transmitter and a make shift studio. The regular daily transmission started in 1965 as a part of All India Radio. Doordarshan began a five-minute news bulletin in the same year in 1965. Pratima Puri was the first newsreader. Salma Sultan joined Doordarshan in 1967 and later became a news anchor.

The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio on 1 April 1976. Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally, in 1982, Doordarshan as a National Broadcaster came into existence. Krishi Darshan was the first program telecast on Doordarshan. It commenced on 26 January 1967 and is one of the longest running programs on Indian television.

**A.G. & S.G. Siddhartha Degree College of Arts & Science**

Vuyyuru-521165, Krishna District, Andhra Pradesh

**Certificate Course**

**Title: Introduction to Media Management**

**KEY**

- 1. TO secure accurate circulation figures and data relating to all periodicals and media**
- 2. Editorial**
- 3. Circulation**
- 4. Balance Sheet**
- 5. Content given to media by Agencies**
- 6. Product, price, place , promotion**
- 7. Digital convergence**
- 8. Individual**
- 9. Through recruitment process and Interview**
- 10. Money generated by advertising**

**A.G. & S.G. Siddhartha Degree College of Arts & Science**

Vuyyuru-521165, Krishna District, Andhra Pradesh

certificate Course

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Objectives :**

- To know about the Importance of media management.
- Personnel management in media specialization.
- Study the influences of government on production and broadcasting.

**Methodology :**

Lecture-based learning

**Duration :**

30 Hours

**A.G. & S.G. Siddhartha Degree College of Arts & Science**  
Vuyyuru-521165, Krishna District, Andhra Pradesh

*certificate* **Course**

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Test Exercise:**

1. What is primary objective of the ABC?
2. Which of the following is not type of advertising?
3. Advertising revenue and \_\_\_\_\_ revenue are backbone of newspaper's finance.
4. For any organisation Financial summary of the year is recorded in \_\_\_\_\_.
5. What is press release?
6. What are 4Ps of marketing mix?
7. What bring different technologies together?
8. In \_\_\_\_\_ type of ownership owner alone takes all decisions .
9. How does Human Resource department appoint employees?
10. Define advertising revenue.

**A.G. & S.G. Siddhartha Degree College of Arts & Science**  
Vuyyuru-521165, Krishna District, Andhra Pradesh

certificate Course

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Student Enrolment Sheet**

Class: II B.A, B.Com, B.Sc

**\* 2018 - 2019 \***

| S. No | Roll No. | Name of the Student | Signature       |
|-------|----------|---------------------|-----------------|
| 1.    | 002      | C. Bhargavi         | C. Bhargavi     |
| 2.    | 003      | S. Ramya .          | S. Ramya        |
| 3.    | 005      | N. Siva Vani        | N. Siva Vani    |
| 4.    | 007      | C. Murali Mohan     | K. Murali Mohan |
| 5.    | 011      | P. Ramya .          | P. Ramya        |
| 6.    | 012      | B. Roopa Rani       | B. Roopa Rani   |
| 7.    | 014      | M. Sandhya .        | M. Sandhya      |
| 8.    | 015      | G. Naga Jyothi      | G. Naga Jyothi  |
| 9.    | 017      | S. Moumika .        | S. Moumika      |
| 10.   | 018      | T. Prasanthi        | T. prasanthi    |
| 11.   | 019      | P. Naveen           | P. Naveen       |
| 12.   | 202      | T. John Micheal     | T. John Micheal |
| 13.   | 203      | B. Sai Kiran        | B. Sai Kiran    |
| 14.   | 205      | G. Ravi Kishore .   | G. Ravi Kishore |
| 15.   | 208      | D. Kishore .        | D. Kishore      |

*D. Salsibi*

P. PRINCIPAL

A.G. & S.G. Siddhartha Degree College of Arts & Science  
Vuyyuru-521165, Krishna District, Andhra Pradesh  
(Autonomous)

*[Signature]*  
HOD Signature

**A.G. & S.G. Siddhartha Degree College of Arts & Science**

Vuyyuru-521165, Krishna District, Andhra Pradesh

certificate Course

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Student Enrolment Sheet**

Class : II B.A, B.Com, B.Sc.

\*2018 - 2019\*

| S. No | Roll No. | Name of the Student | Signature        |
|-------|----------|---------------------|------------------|
|       | 209      | T. Prasad babu      | T. Prasad babu   |
|       | 210      | V. Mani Kumar.      | V. Mani Kumar    |
|       | 211      | M. Krishna babu.    | M. Krishna babu  |
|       | 212      | R. Suneel           | R. Suneel        |
|       | 213      | P. Gopinadh         | P. Gopinadh.     |
|       | 214      | P. Prabhakar.       | P. Prabhakar     |
|       | 302      | R. Seidexi          | R. Seidexi       |
|       | 303      | V. Dharmajali       | V. Dharmajali    |
|       | 304      | P. Keethana         | P. Keethana      |
|       | 306      | A. Kavya Sri.       | A. Kavya Sri     |
|       | 308      | G. Lavanya.         | G. Lavanya       |
|       | 802      | T. Bhuvaneshwari    | T. Bhuvaneshwari |
|       | 803      | T. Naga Lakshmi     | T. Naga Lakshmi  |
|       | 808      | M. Vineela.         | M. Vineela       |
|       | 817      | S. Mahesh           | S. Mahesh        |

*D. Salethi*

PRINCIPAL

A.G. & S.G. Siddhartha Degree College of Arts & Science, Vuyyuru

*[Signature]*  
HOD Signature



# A.G. & S.G. Siddhartha Degree College of Arts & Science

Vuyyuru-521165, Krishna District, Andhra Pradesh

## Value Added Course / Certificate Course - Attendance Register

Class / Section : I year


Year : 2018-2019

Department of: Telugu

Paper : Introduction to Media Management Lecturer :

\* 2018-2019 \*

| Sl. No | Roll No | Student Name     | Category |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    | Total |
|--------|---------|------------------|----------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|-------|
|        |         |                  |          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |       |
| 1      | 002     | K. Bhargavi      |          | P | P | P | P | A | P | P | P | P | P  | P  | A  | P  | P  | P  | 13    |
| 2      | 003     | S. Ramya         |          | P | P | A | P | P | P | P | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 3      | 005     | N. Saravani      |          | P | P | P | P | A | P | P | P | P | P  | P  | P  | A  | P  | P  | 13    |
| 4      | 007     | K. Murali Mohan  |          | P | P | P | P | P | A | P | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 5      | 011     | P. Ramya         |          | P | P | P | P | P | P | A | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 6      | 012     | B. Roopa Rani    |          | P | P | A | P | P | P | A | P | P | P  | P  | P  | P  | P  | P  | 13    |
| 7      | 014     | M. Sandhya       |          | P | P | P | A | P | P | P | A | P | P  | P  | P  | P  | P  | P  | 14    |
| 8      | 015     | G. Naga Sathy    |          | P | P | P | P | P | A | P | P | P | A  | P  | P  | P  | P  | P  | 13    |
| 9      | 017     | S. Moumika       |          | P | P | P | P | P | P | P | P | A | P  | P  | P  | P  | P  | P  | 14    |
| 10     | 018     | T. Prasadanthi   |          | P | P | P | P | P | P | P | P | P | P  | P  | P  | P  | P  | P  | 15    |
| 11     | 019     | P. Naveen        |          | P | A | P | P | P | P | P | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 12     | 202     | T. John Michael  |          | P | P | P | P | P | P | P | A | P | P  | P  | A  | P  | P  | P  | 13    |
| 13     | 203     | B. Sai Kiran     |          | P | P | P | P | P | P | P | P | P | A  | P  | P  | P  | P  | P  | 14    |
| 14     | 205     | G. Ravi Kishore  |          | P | P | P | P | P | A | P | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 15     | 208     | D. Kishore       |          | P | P | P | P | P | P | A | P | P | P  | P  | A  | P  | P  | P  | 13    |
| 16     | 209     | T. Prasad babu   |          | P | P | A | P | P | A | P | P | P | A  | P  | P  | P  | P  | P  | 12    |
| 17     | 210     | V. Mani Kumar    |          | P | P | A | P | P | P | P | P | A | P  | P  | P  | P  | P  | A  | 12    |
| 18     | 211     | M. Krishna babu  |          | P | P | P | P | P | A | P | P | P | A  | P  | P  | P  | P  | P  | 13    |
| 19     | 212     | R. Sumeel        |          | P | P | P | A | P | P | P | A | P | P  | P  | P  | P  | P  | P  | 13    |
| 20     | 213     | P. Gopinadh      |          | P | P | A | P | P | P | P | P | P | A  | P  | P  | P  | P  | P  | 13    |
| 21     | 214     | P. Prabhakar     |          | P | P | P | P | A | P | P | P | P | A  | P  | P  | P  | P  | P  | 14    |
| 22     | 302     | B. Sridevi       |          | P | P | P | A | P | P | P | P | P | P  | A  | P  | P  | A  | P  | 13    |
| 23     | 303     | V. Dhamaniali    |          | P | P | P | P | P | P | P | P | P | P  | P  | P  | P  | P  | P  | 15    |
| 24     | 304     | P. Keerthana     |          | P | P | P | P | P | A | P | P | P | P  | P  | A  | P  | P  | P  | 13    |
| 25     | 306     | A. Kanya Sri     |          | P | P | P | P | P | A | P | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 26     | 308     | G. Lavanya       |          | P | P | P | P | A | P | P | P | A | P  | P  | P  | P  | P  | P  | 13    |
| 27     | 202     | T. Bhuvaneshwari |          | P | P | A | P | P | P | P | P | P | P  | P  | P  | P  | P  | P  | 14    |
| 28     | 203     | T. Naga Lakshmi  |          | P | P | P | P | A | P | P | P | A | P  | P  | P  | P  | P  | P  | 13    |
| 29     | 202     | M. Vinayala      |          | P | P | P | P | P | P | P | P | A | A  | P  | P  | P  | P  | P  | 13    |
| 30     | 217     | S. Mahesh        |          | P | P | P | P | P | P | P | P | P | P  | P  | P  | P  | P  | P  | 15    |

  
 P. Prabhakar  
 Signature

  
 HOD Signature

# A.G. & S.G. Siddhartha Degree College of Arts & Science

Vuyuru-521165, Krishna District, Andhra Pradesh

## Value Added Course / Certificate Course - Attendance Register

Class / Section : II year

Year : 2018-2019

Department of: Telugu

Paper : Introduction To Media Management  
Lecturer :

| Sl. No | Roll No | Student Name     | Category | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | Total |
|--------|---------|------------------|----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|
| 1      | 002     | K. Bhargavi      |          | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | A  | P  | P  | P  | P  | 13    |
| 2      | 003     | S. Ramya         |          | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | A  | P  | 13    |
| 3      | 005     | N. Sriavani      |          | P  | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | 13    |
| 4      | 007     | K. Murali Mohan  |          | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | A  | P  | P  | P  | 12    |
| 5      | 011     | P. Ramya         |          | P  | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | A  | P  | P  | P  | 14    |
| 6      | 012     | B. Roopa Rani    |          | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | P  | 12    |
| 7      | 014     | M. Sandhya       |          | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | A  | P  | P  | P  | 13    |
| 8      | 015     | G. Naga Jayothi  |          | P  | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | 12    |
| 9      | 017     | S. Moimika       |          | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | A  | P  | P  | P  | P  | 14    |
| 10     | 018     | T. Prasanthi     |          | P  | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | 13    |
| 11     | 019     | P. Naveen        |          | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 12     | 202     | T. John Micheal  |          | P  | P  | P  | A  | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | 13    |
| 13     | 203     | B. Sai Kiran     |          | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 14     | 205     | G. Ravi Kishore  |          | P  | P  | A  | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | 13    |
| 15     | 208     | D. Kishore       |          | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 16     | 209     | T. Prasad babu   |          | P  | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | P  | A  | A  | P  | 13    |
| 17     | 210     | V. Mani Kumar    |          | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 18     | 211     | M. Krishna babu  |          | P  | P  | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | 13    |
| 19     | 212     | R. Sumeel        |          | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 20     | 213     | P. Gopinadh      |          | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 21     | 214     | P. Prabakaran    |          | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | A  | P  | P  | A  | P  | 13    |
| 22     | 302     | R. Sridevi       |          | P  | P  | P  | A  | P  | P  | P  | P  | A  | A  | P  | P  | P  | P  | P  | 12    |
| 23     | 303     | V. Dhananjali    |          | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | 14    |
| 24     | 304     | P. Keerthana     |          | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | P  | 15    |
| 25     | 306     | A. Kavaya Sri    |          | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | 12    |
| 26     | 308     | G. Lavanya       |          | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | A  | P  | P  | P  | 13    |
| 27     | 802     | T. Bhuvaneshwari |          | P  | P  | A  | P  | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | P  | 12    |
| 28     | 803     | T. Naga Lakshmi  |          | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | A  | P  | P  | P  | P  | 13    |
| 29     | 808     | M. Vinuella      |          | P  | P  | A  | P  | P  | P  | A  | P  | P  | P  | P  | A  | P  | P  | P  | 12    |
| 30     | 817     | S. Mahesh        |          | P  | P  | A  | P  | P  | A  | P  | P  | P  | P  | P  | P  | P  | P  | P  | 13    |

*D. Sakshi*  
PRINCIPAL

AC : P. Srihari padma  
Signature

*[Signature]*  
HOD Signature

# A.G. & S.G. Siddhartha Degree College of Arts & Science

Vuyyuru-521165, Krishna District, Andhra Pradesh

## Department of TELUGU

certificate Course

### Title: INTRODUCTION TO MEDIA MANAGEMENT

#### Marks List

Class: ITB.A, B. Com, B.Sc

\* 2018-2019 \*

| S. No | Roll No. | Name of the Student | Marks |
|-------|----------|---------------------|-------|
|       | 002      | C. Bhargavi         | 41    |
|       | 003      | S. Ramya            | 42    |
|       | 005      | N. Sravan           | 36    |
|       | 007      | P. Murali Mohan     | 38    |
|       | 011      | P. Ramya            | 38    |
|       | 012      | B. Roopa Ranu       | 45    |
|       | 014      | M. Gandhya          | 40    |
|       | 015      | G. Naga Jyothi      | 48    |
|       | 017      | S. Mounika          | 42    |
|       | 018      | T. Prasanthi        | 43    |
|       | 019      | P. Naveen           | 35    |
|       | 202      | T. John Micheal     | 28    |
|       | 203      | B. Sai Kiran        | 35    |
|       | 205      | G. Ravi Kiran       | 40    |
|       | 208      | D. Kiran            | 41    |

P. S. S. S. S.  
PRINCIPAL

A.G. & S.G. Siddhartha Degree College of Arts & Science

Signature

HOD Signature

**A.G. & S.G. Siddhartha Degree College of Arts & Science**

Vuyyuru-521165, Krishna District, Andhra Pradesh

**Department of TELUGU**

**certificate Course**

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Marks List**

Class: II B.A, B.Com, B.Sc \* 2018-2019 \*

| S. No | Roll No. | Name of the Student | Marks |
|-------|----------|---------------------|-------|
| 16    | 209      | T. Prasad babu .    | 31    |
| 17    | 210      | V. Mani Kumar       | 45    |
| 18    | 211      | M. Krishna babu .   | 35    |
| 19    | 212      | R. Suneel           | 40    |
| 20    | 213      | P. Gop. madh .      | 45    |
| 21    | 214      | P. Prabhakar        | 46    |
| 22    | 302      | R. Sridevi          | 48    |
| 23    | 303      | V. Dharamjali       | 41    |
| 24    | 304      | P. Deepthama        | 38    |
| 25    | 306      | A. Kavita Sri       | 40    |
| 26    | 308      | G. Lavanya .        | 45    |
| 27    | 802      | T. Bhuvaneswari     | 46    |
| 28    | 803      | T. Naga Lakshmi     | 48    |
| 29    | 808      | M. Vineela .        | 45    |
| 30    | 817      | S. Mahesh .         | 42    |

*D. Sanki*

*Principal*

A.G. & S.G. Siddhartha Degree College of Arts & Science  
Vuyyuru-521165, Krishna District, Andhra Pradesh

*[Signature]*  
HOD Signature

**A.G. & S.G. Siddhartha Degree College of Arts & Science**

Vuyyuru-521165, Krishna District, Andhra Pradesh

**Department of TELUGU**

**certificate Course**

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Feed Back Form**

1. Is the programme interested to you (Yes/No) ✓
2. Have you attended all the session (Yes/No) ✓
3. Is the content of the program is adequate (Yes/No) ✓
4. Have the teacher covered the entire syllabus? (Yes/No) ✓
5. Is the number of hours adequate? (Yes/No) ✓
6. Do you have any suggestions for enhancing or reducing the number of weeks designed for the program? (Yes/No) ✓
7. On the whole, is the program useful in terms of enriching your knowledge? (Yes/No) ✓
8. Do you have any suggestions on the program? (Yes/No) ✓

K. Bhargavi, II B.A.  
Roll no: - 002.

*D. Nalini*  
Principal  
PRINCIPAL  
A.G. & S.G. Siddhartha Degree College of  
(Autonomous), Vuyyuru

*[Signature]*  
HOD Signature

**A.G. & S.G. Siddhartha Degree College of Arts & Science**  
Vuyyuru-521165, Krishna District, Andhra Pradesh

**Department of TELUGU**

**certificate Course**

**Title: INTRODUCTION TO MEDIA MANAGEMENT**

**Feed Back Form**

1. Is the programme interested to you (Yes/No) ✓
2. Have you attended all the session (Yes/No) ✓
3. Is the content of the program is adequate (Yes/No) ✓
4. Have the teacher covered the entire syllabus? (Yes/No) ✓
5. Is the number of hours adequate? (Yes/No) ✓
6. Do you have any suggestions for enhancing or reducing the number of weeks designed for the program? (Yes/No) ✓
7. On the whole, is the program useful in terms of enriching your knowledge? (Yes/No) ✓
8. Do you have any suggestions on the program? (Yes/No) ✓

*D. Salethi*  
PRINCIPAL  
AG & SG Siddhartha Degree College of  
Arts & Science (Autonomous), Vuyyuru  
*signature*

*[Signature]*  
HOD *signature*



ADUSUMILLI GOPALAKRISHNAIAH AND SUGARCANE GROWERS  
SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,  
(AUTONOMOUS) VUYYURU A.P  
(Accredited at "A" level by NAAC, Bengaluru)



Department of Telugu

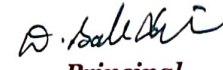
CERTIFICATE COURSE: Introduction to Media management

**CERTIFICATE**

This is to Certify that . K. Bhargavi Son/Daughter of Shri/Smt K.Srinivas Rao has Successfully completed Certificate course in Introduction to Media Management Conducted by the Department of Telugu from 03-12-2018 to 11-01-2019 We wish him / her bright future

M. C. S.   
Co-ordinator

  
Head of Department

  
Principal  
PRINCIPAL  
AG & SG Siddhartha Degree College of  
Arts & Science (Autonomous), Vuyyuru