

Answer questions

[Business](#), [Management](#)



Q How do market trends impact media opportunity? Ans. Market trends that impact media opportunity include changing s' needs, changing demographics, pricing, advancement of technology, changes in interest rate, and other global factors. Marketing trends impact media opportunity by inducing changes in the needs and desires of the stakeholders strategically. For example, introduction of Snapchat whose “ mere fact that snaps get deleted from the server after their time limit explains why so many people are embracing this new app” (Social Media Today, 2013) puts the concerns of the entrepreneurs using Facebook for advertisement and growth at stake. This has happened with Orkut before, though Facebook is too big to be waived any time soon.

Q. 2: What is convergence? How have you experienced convergence as a consumer or producer of media?

Ans. Convergence means the continuity of content across a range of media platforms; the exchange, cooperation, and interaction among multiple industries of media, and the media audiences' migratory behavior in terms of their tendency to move anywhere to attain the entertainment experiences desired by them. As a consumer, I have experienced convergence as the flow of media content across borders, the competing media economies, and media systems. Global coverage of CNN and localization of Sesame Street are some of its examples.

Q. 3: How do you anticipate digital media will change in the future?

Ans. Digital media will grow both in features and consumption in the future. Expansion of digital media will provide the users with increased connectivity and more social interaction. New models of mobile phones and I pads with

new apps and software will play a cardinal role in the growth and expansion of digital media. Improvement in the life and usage of digital media is also anticipated e. g. increased battery life of digital gadgets, as the competition among the producers of such gadgets increases.

Q. 4: How does this view of the future impact your plans for your career?

Ans. This view of the future motivates me to gain a firm understanding of and expertise in the use of the various types of digital media, irrespective of whatever profession I eventually decide to pursue. The use of and dependency upon digital media of all professions is anticipated to increase in the future, be it engineering, medical sciences, or any other kind of business. In the times when newer versions of software, apps, and digital media surface very frequently, one needs to be constantly updated and modify one's skills accordingly.

Q. 5: What skills will you need if your view of the future is accurate?

Ans. If my view of the future is accurate, I would not only need strong computer skills, but also strong interpersonal skills. One thing advancement of technology and revolution of digital media particularly focuses upon is increased social networking. One's exposure to opportunities in the changing times is limited to the number of languages one knows. I intend to learn more languages to be able to expand my social circle as well as my exposure to opportunities.

Q. 6: What do you need to have for a project proposal to be successful?

Ans. In order for a project proposal to be successful, its goals should be SMART. SMART stands for “ specific, measurable, achievable, realistic, and time-bound” (Kyrnin, 2014). In addition, goals should be such that their

achievement holds value for the stakeholders. It is equally important to make a precise project proposal and direct it to the right party at the right place and at the right time.

Q. 7: In your observation or experience, which projects have succeeded or failed because of proposal strengths or weaknesses?

Ans. My Final Year Project during the Bachelor degree was successfully approved by the concerned authorities because of the strength of its proposal.

References:

Kyrnin, J. (2014). SMART Goals. Retrieved from

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<http://socialmediatoday.com/gonzogonzo/1884651/5-social-media-marketing-trends-2014>.