**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)  
  
 Topic : MEDIA CONVERGENCE ENTREPRENEURSHIP**

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MEDIA CONVERGENCE ENTREPRENEURSHIP

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs.

Monopoly Definition of 'Monopoly' Definition: A market structure characterized by a single seller, selling a unique product in the market. In a monopoly market, the seller faces no competition, as he is the sole seller of goods with no close substitute. Oligopoly Oligopoly is an economic term for a market structure which involves only a small number of sellers or providers. ... Often, oligopolistic markets are protected by secret agreements on prices (so-called cartelagreements) and their behaviour comes close to monopolistic markets. Financial Management Financial Management is a vital activity in any organization. It is the process of planning, organizing, controlling and monitoring financial resources with a view to achieve organizational goals and objectives. It is an ideal practice for controlling the financial activities of an organization such as procurement of funds, utilization of funds, accounting, payments, risk assessment and every other thing related to money. Media convergence Media convergence is the merging of mass communication outlets – print, television, radio, the Internet along with portable and interactive technologies through various digital media platforms. Media convergence is the blending of multiple media forms into one platform for purposes of delivering a dynamic experience. Technologically rich societies have entered the digital age, and media industries are grappling with new opportunities – and threats – afforded by what is called “convergence”. Media people tend to get very excited about convergence, because it holds so much promise.

Top 10 Jobs in the Media Industry

1. Interpreter/Translator Formal education is less important than language skills for this job; interpreters and translators need to have native-level proficiency in both languages, the language of the original text or speech, and the language of the finished product.

2. Film/Video Editor The explosion of online and mobile video content had led to a corresponding increase in demand for film and video editors, who take raw footage and transform it into a finished product. Editors must be adept at using film editing software programs and generally have a degree related to film or broadcasting.

3. Technical Writer Technical writers create everything from instruction manuals to articles to documentation, and tend to work in STEM-related industries. To do this job, you'll need a bachelor's degree and experience with a technical subject, as well as the ability to explain complex concepts to a variety of different audiences and hit deadlines.

4. Video Producer If you spend any time online, you've probably noticed that video is taking over your favourite sites. Someone has to create those eye-catching, meme-inspiring video moments, and that person is a video producer. As the internet video boom continues, expect to see more of these jobs on the horizon.

5. Public Relations Specialist If you have fantastic communication skills and are comfortable talking up the merits of your favourite brand or product, a career in PR might be the perfect fit for you. PR specialists typically work for advertising agencies, public relations firms, or large companies with in-house PR teams.

6. Blogger Companies often employ bloggers as part of their marketing strategy; an engaging blog provides a friendly public face for the company, while potentially helping the organization's ranking on Google and other search engines. Writers who work primarily on blogs have to be able to turn out attentiongrabbing copy that adheres to the organization's voice and style guidelines, while keeping social media and SEO principles in mind.

7. Sound Engineer Sound engineers work in a variety of different environments, from recording studios to stadiums to theatres, recording sound files. They also often maintain recording equipment. Sound engineers have variable schedules, depending on the needs of their clients.

8. Art Director Art directors design visual concepts for promotions and products. They may work in print, online, television, and other media. Depending on their industry, art directors may have previously worked as graphic designers, photographers, or illustrators.

9. Content Strategist The occupational outlook for editors might be pretty poor – the profession is expected to decline by 1 percent over the next few years, according to the Bureau of Labor Statistics – but that doesn't mean that those skills are out of demand.

10. Social Media Specialist If you already spend most of your time on Twitter, Instagram, Snapchat, etc., the good news is that it doesn't have to be a waste of time. If you're willing to embrace the strategic marketing side of social, you might be able to turn your passion into a career. Just be advised: in addition to a bachelor's degree and plenty of social media know-how, this job requires tact and discretion. The internet never forgets.