**Tell us about yourself**

Content writing stimulates the creative as well as objective side of my intellect. Creative side is about writing compelling content, which inspires the reader to buy a product or service. Objective side is about being concise in my writing. I am careful not to mention unnecessary details, and at the same time, I keep my content writing style comprehensive.

My experience with content writing: Writing always begins with researching the subject matter; continues with production of new ideas; and concludes by inspiring the audience with my unique content. According to me, the 4 important stages of content production process are: research & reading, analysis and creation of unique ideas, and written presentation of the content.

There are not many career options which offer you the opportunity to: discover a unique perspective about a subject, write about it, and in the process earn a decent living. I am happy to be a content writer.

**Business**

**3 Challenges in negotiating a business deal**

You may be the innovator of a brilliant product or customized service idea! However, you may have to face negotiation challenges to successfully sell your business offer.

**This article highlights the challenges in negotiating a business deal.**

1. **Every business transaction is an untold story**

In most cases, the buyer-side considerations of a business deal are never apparent or obvious. You are required to portray your own conviction about the product to the customer, before you even begin to sell the actual product. In other words, you are required to build a trustworthy relationship with the prospective consumer, before the product marketing process begins.

Let us consider the example of insurance sales. Experts say that selling insurance is the toughest job in the sales industry. Insurance is an intangible service meaning that its benefits are invisible. One way of convincing the customer to buy insurance is to show the benefits that your existing customers have gained. This will create a fair amount of good faith in the mind of your prospective buyer.

Negotiating a business deal is not just about pushing a product or service benefit in the customer’s mind. You need to know: why should the customer buy your product or service? And why your product is better than the competitor’s product or service?

1. **Considering rejection scenarios**

There can be multiple rejection scenarios in response to your product offering. Customer’s final buying decision can be influenced by peers, relatives, friends and other associates. Alternatively, a competitor’s product price may beat your most competitive quote. It is necessary to have in mind multiple buyer-side constrictions, and rejection scenarios, before you meet the customer for final business negotiation.

1. **Buyer-side limitations**

Some of the buyer-side limitations could be budget constraints, or financial crisis of the buyer. Your product or service may not be the best possible solution for your prospect at a particular time. In this scenario, it is best to be assertive and patient. The answer from the buyer can be a ‘Yes’ or ‘No’, but it is important to remember that the same answer will never remain permanent - the door to new business opportunity with the same company might open soon!

It is essential that the prospective buyer understands the genuineness of your intentions in selling a product or service. This enthusiasm and genuineness can be shown by product customization and service level excellence. Your genuine participation in the marketing process may lead to a successful business negotiation.

**Education**

**Driving innovation in the education system**

**Tutor-Learner Relationship**

The natural ability to learn and teach a subject is a boon to the human race. Learning happens within a productive learning environment, created by the teacher, and accepted by the learner. In this exchange of thoughts and ideas between the tutor and the learner, the tutor has a bigger role to play. In other words, the education system plays a major role in grooming the student to learn new skills and adapt with changing vocational patterns.

**Academic learning challenges and corporate business challenges**

The challenges that one may face in a job environment are not very different from those hurdles that one may face while settling in an academic environment. You cannot succeed in a job or an entrepreneurial environment without - hard work, dedication, consistency, communication and networking skills. However, there is one more element which can help you achieve wonders in your academic life and that element is known as Innovation. The success essentials mentioned above are also necessary to become a successful innovator!

**Spirit of competition and need for innovation**

We live in a society developed with a set of pre-defined ideals and objectives. There is a similar kind of career progression anywhere you go - sports, politics, business or any other field. You become important only when you make it to the merit list or achieve the first prize.

Competition is great, but the rule is that only one person will get the first prize. The second prize and third prize may not be valued as much as the first prize. Excessive focus on competition also leads to a never-ending rat race. Everyone follows the same set of rules, procedures and ideals to achieve the same level of success that is pre-defined by the societal norms. In this world of cut-throat competition, it is only an innovative mind that can help one to transcend the ordinary and achieve a higher paradigm of success. Being innovative will always pay in the long-term success of an individual and the society. Being innovative will also surpass the limitation of being competitive in a limited arena. For instance: Many students compete to pass the engineering entrance exam but some of them may not even become good engineers; they may be good at some other subject such as law or animation technology.

**Publishing & Journalism**

**Lack of Integrity in News Reporting Quality Standard: An Occupational Hazard**

The issue of ‘lack of integrity in news reporting quality standard’ has gathered high importance in recent years for the Indian television media. This issue may not be publicized much, but most Indians often ponder over it sub-consciously or consciously.

The way in which news channels function has not necessarily changed; but a plethora of events become news items on a daily basis, due to the huge network of news channels.

In this article, we take note of 3 areas which can act as an occupational hazard for Indian television news channel companies. **a) Speed of news delivery, b) Scope of a news item and c) Numerous news channels report the same news.**

1. **Speed of news delivery:** Due to the high speed of news delivery, a news-worthy event may not be covered in its entirety.
2. **The scope of a news item** is important due to its relevance to the actual event. The media may face challenges in answering the - ***what, why, how and when of the news coverage***.
* ***Which*** news event should be covered? **It ideally depends on viewing preference of the viewers.**
* ***Why*** a particular story is relevant to the business strategy of a media house? **The answer to this question also highlights the ethical aspects of journalism.**
* ***How*** the story should be covered? What issues should be prioritized? And who should be hold responsible for the cause of a news event? **Accountability of the media company is highlighted in the ‘How’.**
* ***When*** should they cover the story? Should they cover the story right away or wait for further developments? **Timing can be important during a crisis that poses a risk to an entire country. For instance: a terrorism combat story should not be publicized during the army operation, as terrorists might be able to plan their next move, depending on the inputs provided by a news media channel.**
1. And when **numerous television news channels** are delivering the same news, it is apparent that you might miss out on the main theme of the story.

Lack of transparency and integrity in news reporting standards does not always portray the limitations of a television news channel or the journalist. Sometimes the news itself loses relevance, if it is: excessively repeated, and over-hyped.

**Some of the occupational hazards caused due to current Indian television news reporting standard are as follows:**

* **Repetition of same news item:** They repeat the same news after every 2 hours, with small changes in the form of new additions/editions to the news item. **Occupational Hazard: This may create redundancy.**
* **Debate shows only focus on sensitive aspects of the news:** Debate show topics are only small part of the news item. Sometimes the debate misses the actual point or theme of the news item. **Occupational Hazard: The debate show may lose its value.**
* **Over-emphasis:** There is always a tendency of over-emphasizing sensitive points in a news item to create hype about a particular personality or event. **Occupational Hazard: The real news may be lost in the sensitive issues.**