



# DAR ES SALAAM SCHOOL OF JOURNALISM

MODULE NAME: SPECIALIZED REPORTING

MODULE CODE: GST 06208

DEPARTMENT : JOURNALISM

MODULE LEVEL: ORDINARY DIPLOMA

MODULE SEMESTER: SEMESTER III

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OUR MOTTOR: MEDIA FOR DEMOCRACY



# BUSINESS REPORTING

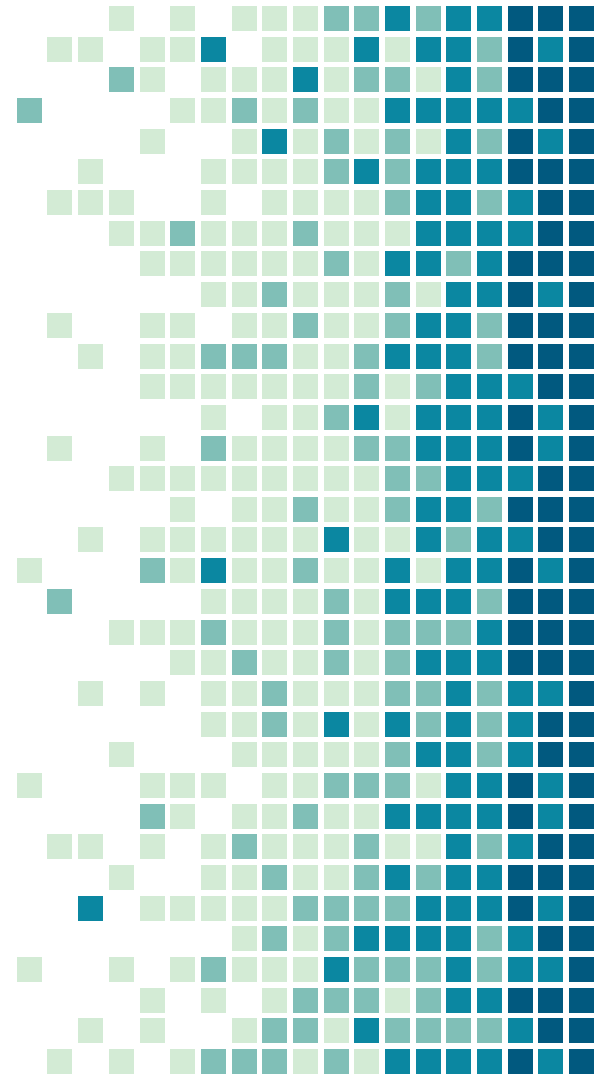
- **In this topic we will discuss about:-**
  - Meaning of Business Reporting
  - Importance of business reporting to Society
  - Concept of Microeconomics and Macroeconomics
  - Components of Microeconomics
  - Components of Macroeconomics
  - Importance of Microeconomics and Macroeconomics
  - Tips for covering business issues in Journalism

## BUSINESS REPORTING CONT.....

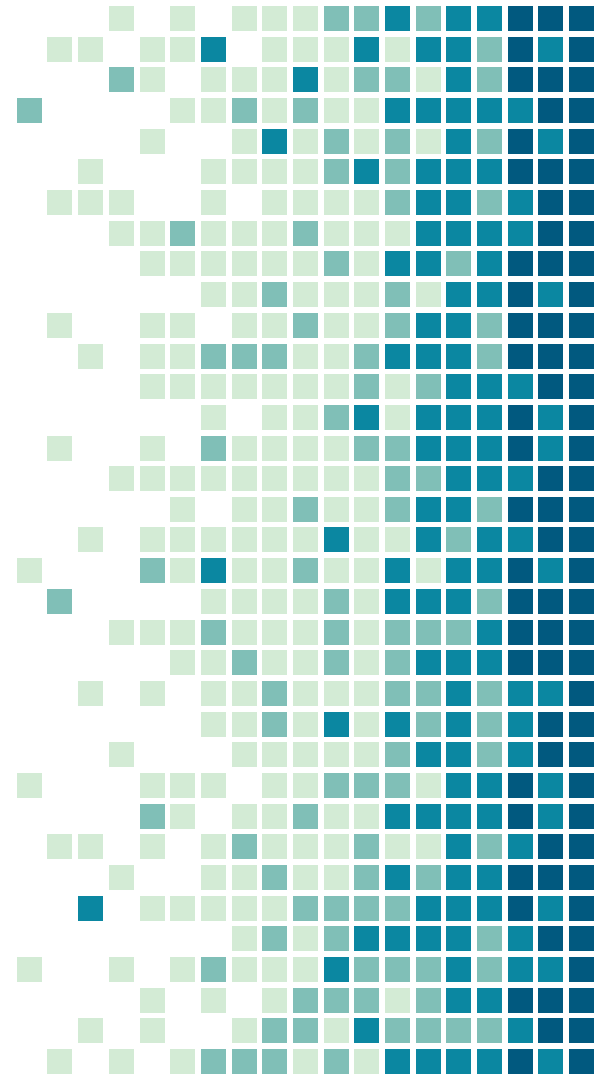
- **Business Reporting is Branch of Journalism which deals with all tracks, records, analyzes and interprets the business, economic and financial activities and changes that take place in societies.**
- **It provides news and feature articles about people, places and issues related to the business sector**
- **It inform and visualized readers in economic developments, ranking widespread form individual level to national/global level**
- **Most newspapers, magazines, radio, and television-news shows include a business segment**
- **Detailed and in-depth business journalism may appear in publications, radio, and television channels dedicated specifically to business and financial journalism.**

## Importance of Business Reporting

- ✓ they allow citizens to engage in the ongoing economic debate
- ✓ They affects directly or indirectly many or all members of a society hence require reporting
- ✓ They provide information to targeted group particularly useful for business owners and entrepreneurs, thus they may invest on the said business.

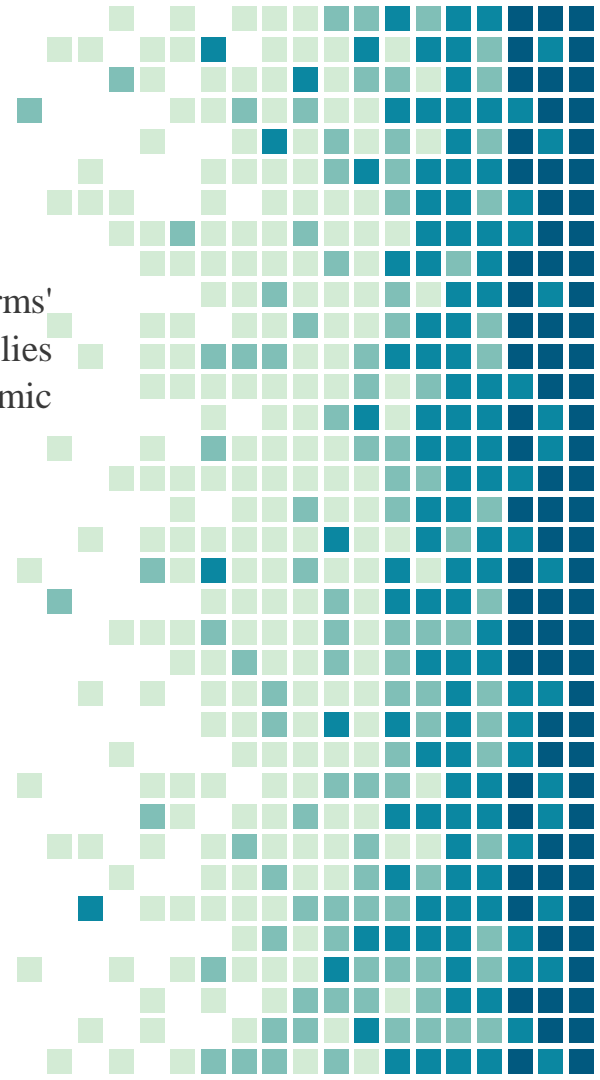


- ✓ They are significant in keeping the public updated about the world of business and commerce therefore people will develop innovative in business ideas.
- ✓ Business news is the tool to illuminate the complex choices that leaders and entrepreneurs face every day.
- ✓ Entrepreneurs and citizen in general need to analyze all market's aspects before beneficial investment. And business news is essential for the analysis.



# Microeconomics vs Macroeconomics

- **The Concept of Microeconomics and Macroeconomics**
- **Microeconomics** is the study of individuals, households and firms' behavior in decision making and allocation of resources. It generally applies to markets of goods and services and deals with individual and economic issues.





**Microeconomics** studies the decisions of individuals and firms to allocate resources of production, exchange, and consumption.



## Components of microeconomics

- Marginal Utility- Consumers will choose to purchase and consume a combination of goods that will maximize their happiness or “utility,” subject to the constraint of how much income they have available to spend
- Demand-Individual consumer behaviour (Example: Consumer choice theory)
- Supply-supply and demand in individual markets (Example: Textile)
- Diminishing returns
- Market structures (monopoly, oligopoly etc)

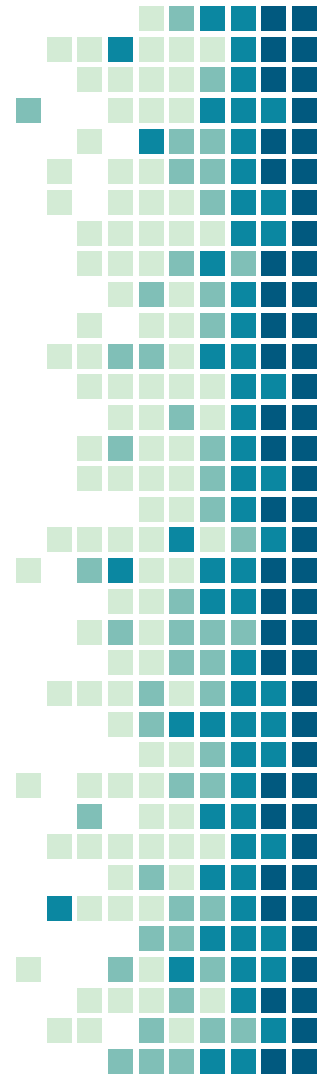


## Components of macroeconomics

- **Gross Domestic Product (GDP)** Most importance of macroeconomics, in which refers to the total amount of goods and services a country produces, commonly known as the gross domestic product (GDP)
- **The Unemployment Rate**-This tells macroeconomists how many people from the available pool of labor (the labor force) are unable to find work.
- **Inflation** is the increase of overall price levels and consequently the decrease in purchasing power. It occurs primarily due to increased demand for products and services, which, in turn, raises prices. Inflation, therefore, represents growth.

## Elements/indicators cont . . . .

- **Interest Rates** Interest rates are the return the borrower pays from lending
- Output
- Production
- Income
- Expenditure



Any Question?

