PGJMC S4 14(B)

EMERGING DISCIPLINE IN MASS COMMUNICATION –II (MEDIA MANAGEMENT) OPTIONAL

SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

BLOCK – 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE 14(A) : EMERGING DISCIPLINE IN MASS COMMUNICATION – II (MEDIA MANAGEMENT) OPTIONAL

BLOCK – 1

DETAILED SYLLABUS

Page No

UNIT – 1 : INTRODUCTION TO MANAGEMENT

Concept of Management; Characteristics of Management; Scope of Management; Evolution of Management Thought; Management Vs Administration; Levels of Management; Functions of Management: Planning, Organising, Staffing, Controlling, Coordination; Management Styles in Indian Context.

UNIT – 2 : DEVELOPMENT OF MANAGEMENT THOUGHT

Development of Management Thought; Classical Approach; Frederick Winslow Taylor and Scientific Management; Henry Fayol and Administrative Management; Comparison Between Taylor and Fayol; Neo-Classical Theory; Hawthorne Experiments; Behavioural Science Approach; Modern Approach; Contribution of P.F. Drucker; Quantitative of Management Science Approach; Systems Approach; Contingency Approach

UNIT -3 : MEDIA MANAGEMENT

Media as an industry and profession; Importance of media management

UNIT-4 : MEDIA ORGANISATIONS

Structure of a Media Organization -Print Media , Electronic Media ; National Media Organizations ; International Media and Communication Organizations

UNIT- 5 : MEDIA OWNERSHIP

Ownership patterns of mass media in India - Individual ownership, Partnership, Corporation, Group or Chain Ownership, Employee ownership, Vertical ownership, Joint Operations, Cross ownership

UNIT – 6 : ORGANIZATIONAL STRUCTURE OF AN ELECTRONIC MEDIA ORGANIZATION

Electronic media organization; News and programme sections-News section in a radio station, News section in a TV station, Programme section in TV and radio; Electronic News Gathering (ENG); Electronic Field Production (EFP); Personnel involved in production and news; Viewership/ Listenership; Content creation and role of advertising; Genre or types of programmes-Types of programmes in radio, Types of programmes in TV

UNIT-7 : ORGANIZATIONAL STRUCTURE OF A PRINT MEDIA ORGANIZATION

Organizational structure of print media establishments- Editorial Department, Business Department, Production Department, Reference Section ; Role and coordination among the different departments; Printing; Packaging, Transportation and Distribution

UNIT-8 : ORGANIZATIONAL STRUCTURE OF AN ADVERTISING AGENCY AND PUBLIC RELATIONS FIRMS

Hierarchical set-up of an Ad Agency- Role of different sections, Role of different personnel ; Hierarchical set-up of PR firms- Role of different sections, Role of different personnel

COURSE INTRODUCTION

In this course we are going to discuss the basic concepts on media management. This is an optional paper of the course. A good and clear concept about media management is necessary for becoming successful in handling a media house. Once you complete this course, you will have developed a clear idea about the concept of business communication and media management.

BLOCK INTRODUCTION

This is the first block of the course on 'Media Management'. This block is divided into eight units which are as follows –

UNIT – 1 : INTRODUCTION TO MANAGEMENT

This is the first unit of the course on 'Media Management'. In this unit, you shall come to know about the concept of management, characteristics of management, scope of management; evolution of management thought, levels of management and functions of management.

UNIT – 2 : DEVELOPMENT OF MANAGEMENT THOUGHT

This particular unit will help you to understand the development of Management Thought which includes the Classical Approach, Behavioural Science Approach, Modern Approach, Systems Approach and Contingency Approach

UNIT -3 : MEDIA MANAGEMENT

In this unit you shall be able to know how media has grown as an industry and profession.

UNIT-4 : MEDIA ORGANISATIONS

This unit will introduce you to the structure of a media organization which includes both print and electronic media. This unit will also give you a brief overview of International Media and Communication Organizations

UNIT- 5 : MEDIA OWNERSHIP

In this unit you will learn about the different ownership patterns of mass media in India - Individual ownership, Partnership, Corporation, Group or Chain Ownership, Employee ownership, Vertical ownership, Joint Operations, Cross ownership

UNIT – 6 : ORGANIZATIONAL STRUCTURE OF AN ELECTRONIC MEDIA ORGANIZATION

This unit will introduce you to the different organisational aspects of an electronic media organisation. You will also get a brief overview of the concept of Electronic News Gathering (ENG) and Electronic Field Production (EFP). The different programmes that was usually broadcasts in case of radio and television will also be discussed.

UNIT-7 : ORGANIZATIONAL STRUCTURE OF A PRINT MEDIA ORGANIZATION

This particular unit will discuss the organizational structure of a print media establishments which includes the Editorial Department, Business Department, Production Department and Reference Section. The role and coordination among the different departments have also been discussed in detail.

UNIT-8 : ORGANIZATIONAL STRUCTURE OF AN ADVERTISING AGENCY AND PUBLIC RELATIONS FIRMS

This unit will basically throw light on the organizational structure of an advertising agency and a public relations firm

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under ‘Activity’ and ‘Check Your Progress’ in every unit. Activities will increase your thinking capacity because questions put in Activity are not directly derived from text. Answers to the short questions have been put under section ‘Answers to Check Your Progress’. Besides, a few text-related questions have been put in ‘Possible Questions’. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.