PGJMC S4 14(B)

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

SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

BLOCK – 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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

BLOCK – 2

DETAILED SYLLABUS

UNIT – 9 : LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organization ; Job Performance; Impact of Technology on the Performance of the Employees; Division of Labour

UNIT – 10 : MANAGERIAL DECISIONS IN MEDIA ORGANISATIONS

Types of Decisions; Pro Active Decisions; Reactive Decisions; Decision Making Process; Problems Encountered in Decision Making

UNIT -11 : ISSUES RELATED TO REGULATION AND SELF-REGULATION IN MEDIA ORGANISATIONS

Need for Regulation ; Self-Regulation by Media Companies ; Areas of Legal Concern

UNIT – 12 : CAREERS IN MEDIA

Different Awards **;** Courses **;** Fellowships **;** Placement opportunities in media and mass communication

UNIT-13 : INTRODUCTION TO BUSINESS ETHICS

Concept of Business Ethics; Elements of Business Ethics; Need for Business Ethics; Factors Affecting Business Ethics; Unethical Business Behaviour; Ethics Vs. Law; Theories of Ethics; Ethics in Global Context

UNIT- 14 : BUSINESS COMMUNICATION

Concept of Business Journalism- Success through proper communication; History of business communication; Need for business journalism- Essential Characteristics of Business Communication, The Benefits of Effective Communication; Present Scenario- Five rules of good writing or communication; Five Ps of marketing mix; Target audience- Specific Characteristics of a Target Audience; Consumerist culture

UNIT – 15 : MEDIA FOR BUSINESS

Concept of business communication; Importance of media in business; Types of media- Selection of Appropriate Communication Media, Incorrect choice of Medium; Setting Up business goals; Communication Structure In a Business Organisation; Communication in corporate world; Effective business or economic writing- Importance of writing skills in business communication, Purpose of writing, The Principles of effective writing; Economic

newspapers -The Economic Times , The Business standard; Public Relations and Marketing; Ethics in communication; Audience Analysis

BLOCK INTRODUCTION

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

UNIT – 9 : LEADERSHIP AND WORK MOTIVATION

In this unit, the importance of leadership in a media organization ,job performance, impact of technology on the performance of the employees and the concept of Division of Labour have been discussed in detail

UNIT – 10 : MANAGERIAL DECISIONS IN MEDIA ORGANISATIONS

This unit will give you a brief overview of the types of decisions that are usually observed in media organisations

UNIT -11 : ISSUES RELATED TO REGULATION AND SELF-REGULATION IN MEDIA ORGANISATIONS

In this unit, you will get to know about the need for regulation , how self-regulation is maintained by Media Companies and some of the areas of legal concern

UNIT – 12 : CAREERS IN MEDIA

This particular unit talks about the different placement opportunities in the field of media and mass communication . It also discusses about the fellowships that are offered in this particular field.

UNIT-13 : INRODUCTION TO BUSINESS ETHICS

Ethics is considered to be a very important part of business. In this unit, you will be introduced to the concept of Business Ethics, the elements of Business Ethics, need for Business Ethics, factors affecting Business Ethics, theories of Ethics and the meaning of ethics in Global Context

UNIT- 14 : BUSINESS COMMUNICATION

In this unit we are dealing with business communication which is one type of communication related to business organization. An attempt will be made here to give you a detailed idea of business communication, its history and importance in today's business world.

UNIT – 15 : MEDIA FOR BUSINESS

In this unit we will discuss media communication and how it helps in achieving business goals. The unit is therefore appropriately called "Media for Business" and it incorporates such important topics as importance of media for business, types of media and the selection of appropriate media.

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.