

JMH 502Media Management

Total = 60 hrs

Course objectives

1. Facilitating an in-depth knowledge about the organizational and economic structures of the major electronic, print and new media industries in India
2. Enlightening the pupil about programming methods and strategies used in media industries.
3. Enlightening the pupil about the purposes and activities of most aspects of media organizations including advertising, production and programming.
4. Facilitating an in-depth knowledge about the controversies and issues affecting electronic & print media organizations.
5. Facilitating an in-depth knowledge about the convergence, new technologies, and their impact on the conventional media landscape.
6. The fundamental history of conventional & electronic media in India along with various commissions and regulatory laws and authorities.
7. Legal, ethical and other regulatory challenges facing the print, electronic and new media.
8. To create media in pursuit of social justice and human rights

Course Outcomes

1. Examining newspaper as a business enterprise and its public service role with reference to the Indian experience. Various factors associated with ownership of newspapers, the different types of ownership and source of revenue of a newspaper.
2. Understanding circulation of newspapers and the various factors involved with circulation of newspapers, newspaper's policy, role of the Circulation department, circulation manager,
3. Audit Bureau of Circulation (ABC), advertisement department of a newspaper, role of the advertisement manager, different types of advertisement in newspapers and newspaper as a medium of advertisement.
4. Executing capabilities of end to end solutions to both individual and collaborative interactive media projects.
5. Propose solutions to ethical and professional issues arising in an online environment.
6. Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.
7. Provide creative leadership that result in the effective design, development and implementation of complex interactive media projects.
8. Evaluate the financial, technical and artistic success of a complex interactive media project and present recommendations for improvement.

Unit – I

Principles of management –application of management principles to media organizations.
Structure and characteristics of media organizations : Newspapers, Magazines, Radio, Television, Cinema - Ownership patterns in Media Industries.

14hrs

Unit – II

Economics of newspaper – Advertising vs circulation – Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity.

14hrs

Unit – III

Economics of electronic media – Market driven media, public and private channels – Social commitment vs profit making.

10hrs

Unit – IV

Economics of film Industry – creativity, production, marketing, distribution, exhibition, ownership vs piracy. Multiplexes and the audience. Satellite distribution.

10hrs

Unit – V

Ownership and organization structures of news agencies and Syndicates: - Committees on various media in India: Chanda, Verghese, Joshi, Varadan, Mahalik, Ramaiah.

12hrs

Books recommended:

1. Aggarwal S.K. (1988). Press at the Crossroads in India, UDH Publishing House, New Delhi.
2. Frank Warren Rucker & Herbert Lee Williams (1969). Newspaper Organization and Management, Iowa State University Press, Chicago.
3. Sarkar R. C. S (1984). The Press in India, S. Chand Publication, New Delhi.
4. Minattur N.A (1910). Freedom of the Press in India: Constitutional Provisions and Their Application, Springer publication, New York.
5. Frank Thayer (1938). Newspaper Management, D. Appleton-Century Company, New York.
6. Gulab Kothari (1995). Newspaper Management in India, Rajasthan Patrika Pvt Ltd, Rajasthan.
7. Chaturvedi B. K. (2009). Media Management, Global Vision Pub House, New Delhi.
8. James Redmond and Robert Trager (2004). Media Organization Management Dreamtech Press, New Delhi.
9. John Prescott Thomas (2009). Media management manual: A Handbook for Television and Radio Practitioners in Countries-in-Transition, Communication and Information Sector, UNESCO.
10. Conrad C. Fink (1988). Strategic Newspaper Management, Southern Illinois University Press, Carbondale, Illinois.
11. Alan B. Albarran, Sylvia M. Chan-Olmsted & Michael O Wirth (2006). Handbook of Media Management and Economics, Lawrence Erlbaum Associates, Publishers, London.
12. Oommen M.A. And Joseph K.V (1981). Economics of Film Industry in India, Academic Press, Gurgaon, India.