

**UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER 12- MEDIA INDUSTRY AND MANAGEMENT

Rationale: This course provides an overview of media industry from a business perspective with a particular focus on Business models of Indian Media Organisations. It addresses the operational challenges involved in the management of media companies. It examines the media structures, corporate strategies, managerial practices, competitive positioning and strategic intent of media organizations and the design and management of media supply chains. It also analyses key drivers for changing management strategies within media industries.

Background: Indian Entertainment and Media industry has been growing at a fast pace over the last few years and the trend is likely to continue. In other industries, same product is produced over and over again but in media, the content of the media messages must be fresh, new and compelling. Today's media firms also face profound challenges like managing media and its products, new forms of competition, startling advances in technology etc. To effectively deal with all these factors, requires deep understanding of media management

Expectation- The students are expected to understand media management concepts and media as an industry in the light of changing structures, ownership patterns, strategic intent and managerial practices of media organizations.

Unit 1 Media Management: Concept and Perspective

L- 3 weeks

Concept, origin and growth of Media Management
Fundamentals of management

Management School of Thought

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.

Student Presentations- Students will do case studies on visionary leadership of Media entrepreneurs and highlight the strategies they used. Students will also do some written assignments

Unit 2 Media Industry –An overview

L-3 weeks

Media industry as manufacturers- Manufacturing Consent.

Changing Ownership patterns and structure of news media organisations in India

Media and Entertainment Business- Print, TV, Film, Music, Radio, Telecommunications, Internet, Out of Home, Events

Freedom and challenges - Arranging equipment and personnel for a new media enterprise, problems of finance, FDI

Indian and International Media Giants- Case Studies

Student Presentations- Students will do case studies of different media organizations- Indian and International. They will prepare a project on the management strategies adopted by any one newspaper or one television channel. They will also do a comparative analysis of two media organizations.

Unit 3. Media Economics, Strategic Management and Marketing **L-3 weeks**

Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics.

Capital inflow, Budgeting, Financial management, and personnel Management

Strategic Management, news and content management.

Market forces , performance evaluation(TAM, TRP and HITS) and Market shifts
Media audiences and credibility

Student Presentations- Students will do some written assignments on the topics mentioned above. Project on news/content management strategies

Unit 4 Media management: Insights, Practices and challenges **L- 3 weeks**

Media Management practices followed by Indian and Global Media Organisations

Ethico – legal perspectives in Media management

Government-Media Interface- Policies and regulations

Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

Student Presentations- Students will analyse Important Reports- FICCI, Press council Report, ASCI report etc. They will make power point presentations on issues related to paid news, lobbying, corporatization and politicization of media, Journalist’s dilemma etc.

Suggested Readings

- Vinita KohliKhandeka, Indian Media Business, Sage (For unit 2 , second topic)
- PradipNinan Thomas, Political Economy of Communications in India, Sage (pg-60-100)
- Lucy Kung, Strategic management in media, SAGE (for models)
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications, pg 189-217
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwell, pg 93- 107) (161-170)
- John M. lavine and Daniel B. Wackman, Managing Media Organisations- (pg 9-60)

Suggestive resources and Documentaries

Various libraries, PSBT documentary on Paid news by Umesh Aggarwal, Press council Report (damning) by Paranjay Guha Thakurta and Reddy.