

GENERIC ELECTIVES (GE-8) Media Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-8 Media Management	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the Media Economics, problems of finance, personnel, land, machinery etc. as business managers working in media organisations.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to various wings of media organization and role and responsibilities of people heading different sections.

SYLLABUS OF GE-8

UNIT – I (20 Hours)

Unit I: Media Management Concepts and Issues

- Concept, origin and growth of media management, fundamentals of management, management school of thought
- Changing phases of media management
- Challenges and issues: finance, personnel, land, machinery etc.
- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts Changing Ownership patterns

UNIT – II (20 Hours)

Unit II: Media Economics

- Media Economics, Strategic Management and Marketing, Government-Media Interface Policies and regulations, FDI (policies & Practices)
- Issues of Paid news, lobbying, pressure group influence,
- Corporatization and Politicization of Media Capital inflow, Budgeting, Financial management, and personnel Management, Market forces

UNIT – III (20 Hours)

UNIT III: Media Market: Contemporary Scenario

- Ethico–legal perspectives in Media management
- Regional media industry
- Alternative media forums and their management
- Case Studies -Indian and International Media Giants

Practical component (if any) - NIL

Essential/recommended readings-

1. Vinita Kohli Khandekar, *Indian Media Business*, Sage, 2010.
2. Pradip Ninan Thomas, *Political Economy of Communications in India*, Sage, 2010.
3. Lucy Kung, *Strategic management in media*, SAGE, 2008.
4. Dennis F. Herrick, *Media Management in the age of Giants*, Surjeet Publications, 2012.

5. Jennifer Holt and Alisa Perren, (Edited) *Media Industries-History, Theory and Method*, Wiley- Blackwel, 2009.

Suggestive readings-

1. John M. lavine and Daniel B. Wackman, *Managing Media Organisations*, Longman Pub Group, 1988.

2. Robin Jeffrey, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.