

MJMC:2

Paper:14:Media Management

Topic:Meaning of media Management

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Media management is a process of managing media units with professional efficiency and democratic commitment. It can be defined as managing media organizations in the way that they will be able to prove their economic credential and increase socio-economic relevance.

Media management requires a complex management approach where a manager 's task should be to build,inspire and lead an integrated management team drawn from all departments including news. They must have higher ideals than making money or responsibilities beyond keeping shareholders happy.