**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC-401)  
  
 Topic : MEDIA MANAGEMENT (INTRODUCTION).  
  
Date : 10-01-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**MEDIA MANAGEMENT (INTRODUCTION).**

**Media management** is a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of [media](https://en.wikipedia.org/wiki/Mass_media) enterprises. Media management contains the functions strategic management, procurement management, production management, organizational management and marketing of media enterprises.

A uniform definition of the term media management does not yet exist, and "the field of media management in its present form is neither clearly defined nor cohesive." Notwithstanding this fact, among existing definitions there is a shared base concerning the business administrative character of media management and the functional understanding of management. In the following a number of definitions are provided.

"Media Management consists of the ability to supervise and motivate employees and the ability to operate facilities and resources in a cost-effective (profitable) manner."

"The core task of media management is to build a bridge between the general theoretical disciplines of management and the specifities of the media industry."

"Media and internet management covers all the goal-oriented activities of planning, organization and control within the framework of the creation and distribution processes for information or entertainment content in media enterprises.

Media enterprises and media markets

Media enterprises are strategically organized economic entities whose central work is generating and marketing of media. The generation of media is the bundling of internally and externally generated content and its transformation into a medium. The marketing is the direct or indirect distribution of media. The term media in this connection is restricted to one-to-many-communication with one sender and a large number of consumers. More precisely, the focus is on newspapers, magazines, books, music, television, films, internet and games. More details can be drawn from the graphic illustrating the definition of media enterprises.