

Objectives

- The course aims teaching the students at first hand the process, producing and handling the media from content gathering to hiring etc.
- How make the media organization administratively strong, Explain the economies of the media organization.
- Clarity between the roles of different personnel of media organization
- Supervise and manage a media organization office.

Course Contents

- Management
- Newspaper personnel/Radio/TV
- Economics of newspaper
- National press institutions/associations
- Bureaucratic management, functions ,roles and skills
- Print media ownership in Pakistan
- Circulation, administration , advertising
- Challenges and prospects of print media
- Problems of journalism in devolving countries
- New trends in journalism
- New information order (NIO)
- Free flow of information
- News values of the two worlds
- Freedom of media
- Social value and media
- Right to know and Bird eye view of media ethics

Recommended Books:

1. Patrick Forsyth, Routledge, Marketing in Publishing, London,1997
2. FW. Hodgson, Modern Newspaper Practice , Focal press , Oxford , 4th Edition, 1996
3. Print media , Study guide , AIOU, Islamabad,1997