

Curriculum Plan: Mamta, Assistant Professor, Department of Journalism

Year 2025-26 (Even Semester)

B.A. (H) Journalism (Semester VI)

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc
DSC 18 Media Industry and Management			
<p>Unit I: Media Management and Concepts and Issues</p> <ul style="list-style-type: none"> • 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 	25	January-February	
<p>Unit 2: Media Economics</p> <ul style="list-style-type: none"> • Media Economics, strategic Management and Marketing, Government- Media Interface Policies and 	15	March	

<p>regulations, FDI (policies and practices)</p> <ul style="list-style-type: none"> • Issues of Paid news, lobbying, pressure group influence, • Corporatization and Politicization of Media Capital inflow, Budgeting, Financial management, and personnel Management, Market forces 			
<p>Unit 3: Media Market: Contemporary Scenario</p> <ul style="list-style-type: none"> • Ethico-legal perspectives in Media management • Regional media industry • Alternative media forums and their management • Case Studies – Indian and International Media Giants 	15	April	