

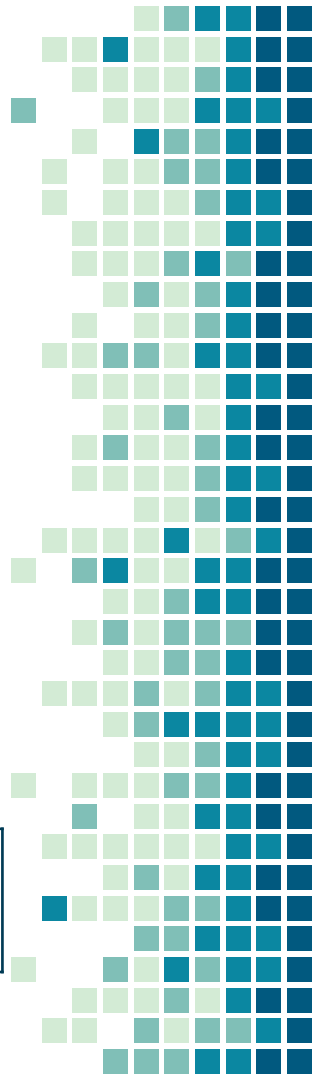


DAR ES SALAAM SCHOOL OF JOURNALISM

- ❖ **MODULE NAME:NEWS MEDIA MANAGEMENT**
- ❖ **MODULE CODE:JST 06102**
- ❖ **DEPARTMENT :JOURNALISM**
- ❖ **MODULE LEVEL:NTA LEVEL 6**
- ❖ **MODULE SEMESTER:1ST SEMESTER**
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OUR MOTTOR: MEDIA FOR DEMOCRACY





THIS MODULE CONSIST OF FIVE (5) TOPICS:

➤ **TOPIC 1**

MEANING AND CONCEPT OF MANAGEMENT

➤ **TOPIC 2**

FUNCTIONS OF MANAGEMENT

➤ **TOPIC 3**

THEORIES OF MANAGEMENT

➤ **TOPIC 4**

APPLICATION OF MANAGEMENT IN MEDIA INDUSTRY IN TANZANIA

➤ **TOPIC 5**

CONFLICT

TOPIC 1:MANAGEMENT MEANING AND CONCEPT

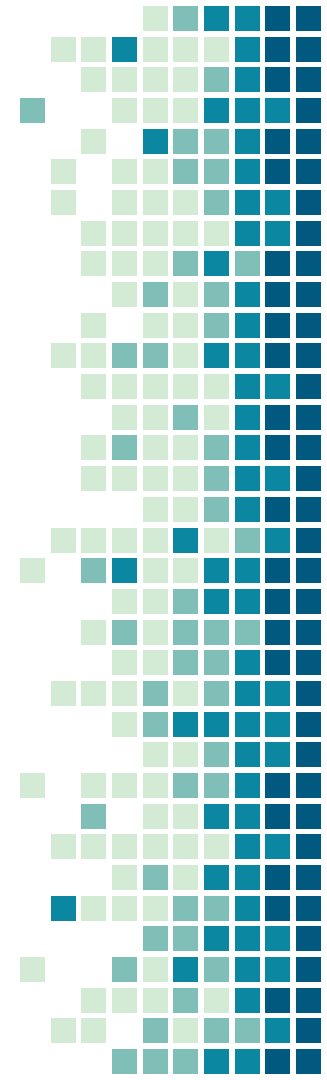
Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating an environment in which people can perform and individuals and can co-operate towards attainment of group goals.”

Management is a universal phenomenon for every individual and organization. It is the management that helps and directs an individual’s efforts towards a specific purpose. According to F.W. Taylor, “Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way”.

So you can simply define management as an effective and efficiency utilization of resources in order to achieve organization goals.

In management context there are human and material resources

- Human that is workers, task force, employees and laborers
- Material that is fund, equipment and property



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Characteristics of management

1. Goal-oriented process

An essential aspect of management is to combine individual efforts and direct them towards achieving organizational goals. These goals differ from organization to organization. Management recognizes these goals and aims to fulfill them.

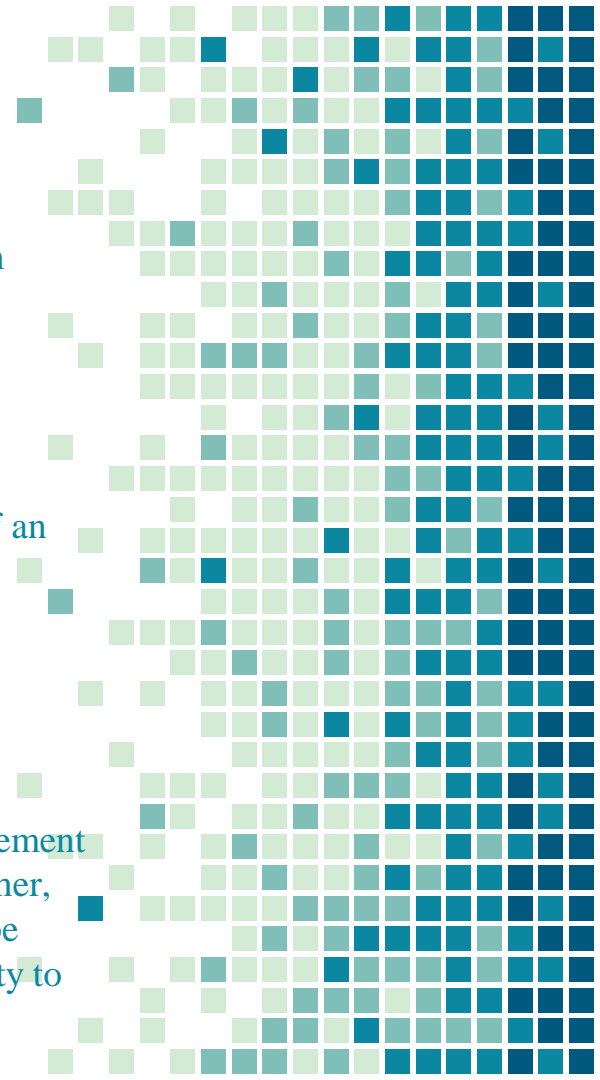
2. Pervasive

Management is a requirement and essential for the functioning of all kinds of organizations- social , economic or political. Without management, the processes of an organization would be chaotic and unordered. Further, it is equally essential for organizations across all countries. However, the only difference lies in the how management is implemented within an organization.

3. Multidimensional

Management has three dimensions:

Work management: Every organization exists for completion of some work. Management looks at this work as goals to be achieved and works towards these goals. Further, this is done in terms of problems to be solved, decisions to be made, plans to be established, budgets to be prepared, responsibilities to be assigned and authority to be delegated



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Characteristics of Management

- Management is universal
- Management is goal directed
- Management is a continuous process
- Management is an integrating process
- Management is intangible
- Management is multi-disciplinary
- Management is a social process
- Management is situational

Management of people: Another dimension of management is concerned with getting work done from people, by assigning work to worthy employees who can work effectively towards the realization of organizational goals. This is achieved by ensuring that the strength is highlighted and the weakness is driven out of the equation

Management of operations: As every organization aims at the completion of work, they also have a particular product or service to provide with respect to their domain of operation. Management also looks after a production process of an organization that transforms the input with the help of technology required into the output for consumption. Interestingly, this is linked to both management of work and people.

4. Continuous Process

We now know that there are various functions of management. These are planning, organizing, directing, staffing and controlling. As a matter of fact, a manager performs all these functions simultaneously.

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Although these functions are separate, management is concerned with performing all of them simultaneously all the time. Consequently, management is a dynamic and continuous process.

5.Group Activity

An organization consists of a large number of individuals having different reasons and purposes to join. Again these individuals differ based on their needs and behaviors. However, it is important to realize that these diverse individuals work together towards the achievement of the organizational goals. Management diverts the individual efforts towards the right direction. Further, effective management

6.Dynamic Function

An organization has to adapt to the environment in order to succeed. Thus management is dynamic in nature and adapts to the ever-changing social, economic and political conditions.

7.Intangible Force

Management cannot be touched or it isn't tangible. However effective management can be easily felt. Evidently, if there is order instead of chaos within an organization, the employees are happy and the organizational goals are being organized it can be easily said that there exists good management.

So in order to understand the management concept you should cut across the meaning and characteristics of it.

