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MEDIA MANAGEMENT

A CASEBOOK APPROACH

C. ANN HOLLIFIELD | JAN LEBLANC WICKS
GEORGE SYLVIE | WILSON LOWREY



FIFTH EDITION

Media Management A Casebook Approach

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Media Management Jan Wicks, LeBlanc, George Sylvie, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn, Broadrick, 2014-04-04 Media Management A Casebook Approach provides a detailed look at each of the major areas of responsibility that fall to the managers of media organizations such as leadership motivation planning marketing and strategic management Retaining its core content and case study approach this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills It provides media based cases that give students the opportunity to develop their critical thinking and problem solving skills Updates in this edition include research and examples to reflect the current state of the industry material on convergence new media and international aspects as well as their influences on leadership and planning information and research on new media the Internet and their future implications for media managers technology and online resource sections and examples and information on data used by advertisers and media organizations This textbook also offers new material on the structure of the Internet new media and converged and international media organizations It is intended for advanced undergraduates and graduate students in media management courses *Media Management* Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey, 2015-08-11 Media Management A Casebook Approach provides a detailed consideration of the manager's role in today's media organizations highlighting critical skills and responsibilities Using media based cases that promote critical thinking and problem solving this text addresses topics of key concern to managers diversity group cultures progressive discipline training and market driven journalism among others The cases provide real world scenarios to help students anticipate and prepare for experiences in their future careers Accounting for major changes in the media landscape that have affected every media industry this Fifth Edition actively engages these changes in both discussion and cases The text considers the need for managers to constantly adapt obtain quality information and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change rapidly in national and international settings As a resource for students and young professionals working in media industries Media Management offers essential insights and guidance for succeeding in contemporary media management roles **Media Management** Stephen Lacy, Jan LeBlanc Wicks, 1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow

students to apply what they learn from reading and class discussions to situations faced by media managers The book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume *Media Management* C. Ann Hollifield,Jan LeBlanc Wicks,George Sylvie,Wilson Lowrey,2016

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provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

Media Management Ardyth Broadrick Sohn,1999 Using case studies of media management this volume provides exercises including practice in role playing leadership communication and decision making with consequences Students are encouraged to distinguish between arts activities actors meanings relationships and settings of importance

Media Management , Handbook of Media Management and Economics Alan B. Albarran,Sylvia M. Chan-Olmsted,Michael O. Wirth,2006 This handbook provides a synthesis of current work and research in media management and economics and establishes an agenda for future activities It will serve as a foundational resource for scholars and students in media management and economics

Media Management George Sylvie,Jan Wicks, LeBlanc,C. Ann Hollifield,Stephen Lacy,Ardyth Sohn, Broadrick,2009-03-04 Media Management A Casebook Approach provides a detailed look at the major areas of responsibility that fall to the managers of media organizations including leadership motivation planning marketing and strategic management It provides media based cases that promote the development of critical thinking and problem solving skills Addressing such topics as diversity group cultures progressive discipline training and market driven journalism this casebook provides real world scenarios that help students anticipate and prepare for experiences in their future careers Among the additions to this fourth edition are Increased discussions on groups vision change diversity and management styles Additional media sensitive examples within each section of the text A new chapter on knowledge management Ethics integrated into law and leadership discussions A primer in global markets technology and policy In depth consideration into the aspects of change and Increased emphasis on analysis This edition also includes management scenarios in which one or more participant is a new employee or intern making the material relevant to students while also preparing them to understand the motivations of their future employers Developed as a media management text for advanced undergraduates and graduate students Media Management provides realistic scenarios and invaluable insights on working in the media industries

The Implementation of Smart Technologies for Business Success and Sustainability Allam Hamdan,Haneen Mohammad Shoaib,Bahaaeddin Alareeni,Reem Hamdan,2022-09-24 Industry 4 0 technologies identified as the main contributor to the digitalization era New technology delivers optimal outputs by utilization of effective resource Therefore smart technologies that has inventive and creative objects became critical to enterprise recent studies shows that its led enterprises business such as SMEs to considerable investments which many organizations over the world attempt to use innovative technologies such as IoT and AI these technologies have potential on sustainable business models In addition to that innovation usage in business models led to significant benefits towards sustainability concept in SMEs marketplace Furthermore Sustainability objectives refers to corporate sustainability term which integrate enterprise operations with social educational environmental and economic benefits as process of decision

making can impact during sustainability implications This book focus on the implementation of smart technologies for growing business the book includes research articles and expository papers on the applications of technology on Decision Making Healthcare Smart Universities Advertising E marketing Public Sector and Digital Government FinTech RegTech Some researchers also discussed the role of smart technologies in the current COVID 19 pandemic whether in the health sector education and others On all of these the researchers discussed the impact of smart technologies on decision making in those vital sectors of the economy

Handbook of Media Management and Economics Alan Albarran,Bozena Mierzejewska,Jaemin Jung,2018-04-27 Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students professors policy makers and industry practitioners The volume was developed around two primary objectives assessing the state of knowledge for the key topics in the media management and economics fields and establishing the research agenda in these areas ultimately pushing the field in new directions The Handbook s chapters are organized into parts addressing the theoretical components key issues analytical tools and future directions for research With its unparalleled breadth of content from expert authors the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms and establishes the direction for the next phases of research in this evolving arena of study Updates include the rise of mobile and social media globalization audience fragmentation and big data

Media Effects and Society Elizabeth M. Perse,Jennifer Lambe,2016-08-05 Grounded in theoretical principle Media Effects and Society help students make the connection between mass media and the impact it has on society as a whole The text also explores how the relationship individuals have with media is created therefore helping them alleviate its harmful effects and enhance the positive ones The range of media effects addressed herein includes news diffusion learning from the mass media socialization of children and adolescents influences on public opinion and voting and violent and sexually explicit media content The text examines relevant research done in these areas and discusses it in a thorough and accessible manner It also presents a variety of theoretical approaches to understanding media effects including psychological and content based theories In addition it demonstrates how theories can guide future research into the effects of newer mass communication technologies The second edition includes a new chapter on effects of entertainment as well as text boxes with examples for each chapter discussion of new technology effects integrated throughout the chapters expanded pedagogy and updates to the theory and research in the text These features enhance the already in depth analysis Media Effects and Society provides

Media Product Portfolios Robert G. Picard,2014-04-08 Media product portfolios are rapidly becoming the predominant shared characteristic of media companies worldwide This volume is the result of a coordinated effort of scholars in the United States and Europe to explore the characteristics

The Radio Station John Hendricks,Bruce Mims,2018-05-01 The Radio Station offers a concise and insightful guide to all aspects of radio broadcasting streaming and podcasting This book s tenth edition continues its long tradition of guiding readers to a solid understanding of

who does what when and why in a professionally managed station This new edition explains what radio in America has been where it is today and where it is going covering the basics of how programming is produced financed delivered and promoted via terrestrial and satellite broadcasting streaming and podcasting John Allen Hendricks and Bruce Mims examine radio and its future within a framework of existing and emerging technologies The companion website is new revised with content for instructors including an instructors manual and test questions Students will discover an expanded library of audio interviews with leading industry professionals in addition to practice quizzes and links to additional resources

Exploring the Benefits of Creativity in Education, Media, and the Arts Silton, Nava R.,2016-06-27 The use of imagination can lead to greater outcomes in problem solving innovation and critical thinking By providing access to creative outlets productivity increases in schools businesses and other professional settings Exploring the Benefits of Creativity in Education Media and the Arts is a pivotal reference source for the latest scholarly research on the stimulation and implementation of creative thinking in academic and professional environments Highlighting the foundations of creativity from theoretical and neuroscientific perspectives this book is ideally designed for academics professionals educators and practitioners

Value-Oriented Media Management Klaus-Dieter Altmeyden, C. Ann Hollifield, Joost van Loon,2017-04-27 In the light of a rapidly changing media industry with new technologies actors and advertising models and the critical role of media in society this volume highlights the meaning of different values in media companies and media managers decisions It discusses how economic as well as societal values can be equally integrated in media management processes and how such values affect the internal as well as external environment of media companies The contributions analyze various issues in media management such as the relationship between quality and audience demand the role of branding in building values changes in the value chain and the impact of deregulation Further important topics include hypercompetition mediatization challenges for media managers and the meaning of corporate social responsibility

Media Role in African Changing Electoral Process Cosmas Uchenna Nwokeafor, Kehbema Langmia,2013-12-20 Media Role in African Changing Electoral Process analyzes the effect of mass media on African elections Featuring contributions by leading African scholars and professionals this book covers a wide array of social science disciplines political discourses and political communication issues In addition the book is an essential reference guide for mass media scholars political scientists consultants professionals and diplomats interested in the media s role in the electoral process

Digital Transformation in Journalism and News Media Mike Friedrichsen, Yahya Kamalipour,2017-05-03 This book analyzes various digital transformation processes in journalism and news media By investigating how these processes stimulate innovation the authors identify new business and communication models as well as digital strategies for a new environment of global information flows The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape

Spanish-Language Television in the United States Kenton T. Wilkinson,2015-09-25 Since its introduction

in the early 1960s Spanish language television in the United States has grown in step with the Hispanic population Industry and demographic projections forecast rising influence through the 21st century This book traces U S Spanish language television s development from the 1960s to 2013 illustrating how business regulation politics demographics and technological change have interwoven during a half century of remarkable change for electronic media Spanish language media play key social political and economic roles in U S society connecting many Hispanics to their cultures of origin each other and broader U S society Yet despite the population s increasing impact on U S culture in elections and through an estimated 1.3 trillion in spending power in 2014 this is the first comprehensive academic source dedicated to the medium and its history The book combines information drawn from the business press and trade journals with industry reports and academic research to provide a balanced perspective on the origins maturation and accelerated growth of a significant ethnic oriented medium

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Table of Contents Media Management A Casebook Approach

1. Understanding the eBook Media Management A Casebook Approach
 - The Rise of Digital Reading Media Management A Casebook Approach
 - Advantages of eBooks Over Traditional Books
2. Identifying Media Management A Casebook Approach
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Media Management A Casebook Approach
 - User-Friendly Interface
4. Exploring eBook Recommendations from Media Management A Casebook Approach
 - Personalized Recommendations
 - Media Management A Casebook Approach User Reviews and Ratings
 - Media Management A Casebook Approach and Bestseller Lists
5. Accessing Media Management A Casebook Approach Free and Paid eBooks
 - Media Management A Casebook Approach Public Domain eBooks
 - Media Management A Casebook Approach eBook Subscription Services
 - Media Management A Casebook Approach Budget-Friendly Options

6. Navigating Media Management A Casebook Approach eBook Formats
 - ePub, PDF, MOBI, and More
 - Media Management A Casebook Approach Compatibility with Devices
 - Media Management A Casebook Approach Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Media Management A Casebook Approach
 - Highlighting and Note-Taking Media Management A Casebook Approach
 - Interactive Elements Media Management A Casebook Approach
8. Staying Engaged with Media Management A Casebook Approach
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Media Management A Casebook Approach
9. Balancing eBooks and Physical Books Media Management A Casebook Approach
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Media Management A Casebook Approach
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Media Management A Casebook Approach
 - Setting Reading Goals Media Management A Casebook Approach
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Media Management A Casebook Approach
 - Fact-Checking eBook Content of Media Management A Casebook Approach
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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