

# A Study on the Necessity of the Utilization of the New Managerial Concepts for the Increased Productivity of the Televising News Room

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**Abstract:** It has become timely necessity to utilise new management concepts to increase the productivity of the television news room. New managerial concepts such as Planning, organizing, administration, leadership, motivation, assessments and encouragements, brain storming discussions, performance review and feedback are being used fully in the news sections of the developed world. Do the television news managers of Sri Lanka utilise the new managerial concepts productively? If yes, how?. Inquiring the effects of the new managerial concepts on the productivity of the television news room is the aim of the research. The television news managers of Sri Lanka do not utilise the new managerial concepts effectively is the Hypothesis of the research. Interview method and participatory observation are the 2 main Primary data gathering methods. Planning reports, progress reports, annual reports, copies of news, shift duty roster and other files of the 6 television news rooms including documents pertaining to the subject are the secondary data gathering methods. Amongst the multiple local media Only 6 television news rooms were selected for the research while the research focused only on the new managerial concept out of the broad subject area in the management. 5 out of 6 television news rooms studied did not utilise new managerial concepts productively as a whole. It is 83.33%. Many news managers has turned to imitate international news channels and do not adhere to due managerial procedure in recruitment for news section. Manager concentrates only on the outside training. They don't even follow an assessment procedure as per accepted managerial rules. All the news managers agreed on the quality of the news it was revealed that there are internal issues on it. Confirming the hypothesis, Main conclusion was that the news section of the local televisions do not utilise the new managerial concepts productively. To offer better quality news the rough Television media, Television news managers should utilise new managerial concepts. It will lead for effective and productive activities in the television news section.

**Keywords:** Management, Managers, News, Research, Television

## I. INTRODUCTION (INCLUDING RESEARCH GOALS)

The subject of Management has become very complicated at present. It is very much essential for growth of almost every section. Considering as a whole, management includes the functions of planning, organising, directing and controlling human and other resources efficiently and effectively by an organisation to achieve goals. Person who contributes mainly in this is called a Manager.

New management concepts could be utilised in managing the television news room. New management concepts have been very well adopted for reporting of news by many developed countries in the world. New managerial concepts such as, planning, organising, administration, leadership, motivation, encouragements, assessments and enticement, feedback, brainstorming discussions, performance review have been accurately utilized in international television news sections.

Basically these new managerial concepts are used in television news sections such as BBC, CNN, NDTV, Al Jazeera. Thus, these international media institutions have got the opportunity to globally expand their news sections. But these new managerial concepts which are being used in international media are rarely used in television media section in Sri Lanka. Hence, many television rooms have faced a drawback. Certain television news sections in this country are in a situation of inability to face the competition. Achieving knowledge about news reporting itself is not sufficient to become a successful news manager. He needs to have a vast understanding on management. That is, a manager should possess a wide understanding regarding how to practically utilise new managerial concepts in managing the television news room.

Furthermore, the main objective of the research is to investigate how new managerial concepts affect productivity in a television news room. In addition to this main objective, there are a few other objectives as well as given below:-

- Identifying television news reporting and new managerial concepts
- Studying about how new managerial concepts affect the process of television news reporting
- Studying about how new managerial concepts are used in television news rooms of Sri Lanka
- Introducing a set of suggestions about how new managerial concepts could be utilized in television news rooms

## II. METHOD OF THE RESEARCH

Basically a number of research methods have been used in this research. Mainly, interview method has been used. Interviews have been conducted with news managers of six

television channels and obtained information regarding how they use new managerial concepts in their news sections.

Another research method used in this research was participatory observation. Thus, opportunity was gained to obtain a lot of data relevant to this research. Data relevant to the research had been kept filed while working in a news section of a private television channel for a period longer than three years.

Browsing through literature relevant to the subject including planning reports, progress reports, annual reports, copies of news, service files pertaining to news sections of the six television channels which are focused for the research had also been a method used in this research. Use of utensils also took place when obtaining primary data relevant to the research. In the interview method, a tape recorder was used to record the interviews conducted with the managers of television news sections.

### III. RESULTS

Summary of the results of this research called 'A study on the necessity of the utilization of the new managerial concepts for the increased productivity of the television news room can be abridged as follows:-

Managers of all the six news sections had a certain understanding about the subject of 'Management'. Also everybody had a certain understanding about what is meant by 'new managerial concepts'. However, new managerial concepts were not productively utilized in five out of six television news sections. It is a percentage of 83.33%. Although planning, organising, operating and administrating had been introduced as managerial functions in new managerial concepts, no manager had been acknowledged during the research as to have accurately identified all the four functions. What they had about them was only a rough study. None of them had undergone a scientific study with regard to the relevant matters.

A successful manager should be a good communicator. According to the new managerial concepts, a manager could use written communication, verbal communication as well as non-verbal communication for his communication purposes. A fact revealed in the research was that only verbal communication is used abundantly for communication by news sectional heads in Sri Lanka.

According to new managerial concepts, there is a method of recruitment of servants to any institution. It consists of the following six phases:-

- Calling applications
- Employment examinations
- Interviews
- Background tests
- Medical tests
- Decision of election

However, attention is drawn only to the phase of calling applications and the phase of interview by news managers in Sri Lanka at present while recruiting servants to their sections.

Similarly, many news managers are tempted to imitate international news channels. That is by using those channels as a source to obtain news. It is a percentage of 100%. Only in two institutions the servants recruited into the television news section are provided with both internal and external training. It is a percentage of 20%. Other channels had not pay attention to it.

Only one institute is using a method of evaluating of servants according to reputed managerial regulations. It is a percentage of 25%. Although every manager accepted that presenting qualitative news is their duty, they stated that there are barriers for it. They emphasize that they are in the form of political, economic and social barriers.

While collective activities are an essential factor to maintain a television channel in qualitative condition, there are instances where it collapses. This situation is occurred due to certain conflicts between persons which take place internally. Although review of performance is a most important part which should practice in a news section, it is undergone in only three out of the six news sections. It is not to be seen in other three sections.

It was revealed that news sectional heads of this country have to function under various limitations. They have to function under limitations of political, institutional, socio cultural, economic as well as current legal limitations. While functioning under such limitations, utilizing new managerial concepts is also has become an issue.

### IV. DISCUSSION

There is a summary about the basic results regarding the research or a brief description about the findings. Most of the television news sectional heads do not utilize new managerial concepts productively. They have no proper understanding about new managerial concepts such as planning, organising, administration, leadership, motivation, encouragements, assessments and enticement, feedback, brainstorming discussions, performance review. Although new managerial concepts are being successfully utilized in international television news channels, the local managers do not have a necessity to at least adopt them locally. In television news rooms, many activities take place based on the tradition. An undetermined fear upto a certain level about new managerial concepts is developed in television news sectional heads. Reason for this is that the minds of the managers are accustomed to traditional ways. However, as a whole, they act to carry political, social and economic information existing in Sri Lanka daily to the public through their television news. There is only a daily reporting in it and not a usage of new managerial concepts. Especially, the television news section managers should pay a special attention with regard to the usage of new managerial concepts.

## V. CONCLUSION

The major conclusion of the research is that new managerial concepts are not being utilized productively in television sections in Sri Lanka. Also a set of suggestions related to increasing productivity of the television news room as given below is submitted within the research:-

- Making news managers and news directors aware about the subject of management
- Providing them a theoretical understanding about new managerial concepts which could be utilized in the television news room and providing a wide understanding about the practical usage of the same
- Making aware the officers in the news section about the benefits which could be gained to the news section by utilizing new managerial concepts

- Providing an understanding about the new managerial concepts to the other servants in the news section apart from the news sectional heads

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