

A study on the necessity of the utilization of the new managerial concepts for the increased productivity of the television news room

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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 this 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 were the two 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 were 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. This study found that 5 out of 6 television news rooms (83.33%) did not utilise new managerial concepts productively as a whole. Many news managers have turned to imitate international news channels and did not adhere due to managerial procedure in recruitment for news section. Managers are concentrated only on the outside training and they do not 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 does not utilise the new managerial concepts productively. To offer better quality news through Television media, Television news managers should utilise new managerial concepts. It will lead for effective and productive activities in the television news section.

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