



## EVALUATION OF INSTITUTIONAL PROBLEMS OF 'NEWS MANAGEMENT': A COMPARATIVE STUDY OF TWO HINDI NEWSPAPERS OF HARYANA

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### ABSTRACT

News management is very essential and crucial parts of press. It requires diligent efforts by the working journalists as well as the press management personnel working at different managerial hierarchy. In this context ,the institutional problems are some of pressings problems which ' have been constraints in news management process .The present study is an empirical study , based on two prominent Hindi news paper .the finding of the , study of these two news papers indicate a little variability in the problems faced by these news papers. In order to verify the difference, a T- Test has been employed for testing the ' problems

institutional areas of ` news management ' aspects for the selected newspapers published from Haryana. On the basis of findings, a considerable variability has been testified by the t-test, which indicates the pitfalls of the pressing problems of press, belonged to two prominent news papers of Haryana.

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**KEYWORDS:** News Management, Institutional Problems, Empirical Study, Pressing Problems, Pit Falls.

### INTRODUCTION

News management is a very crucial part of print media. It is a well knit, cohesive and integrated process which helps to make the news .it is therefore, become imperative to integrate each and every news parameters in a systematic manner. it has been observed that the rise and fall of news paper depend upon the `quality of news management`. In order to analysis different problematic area of `news management ' various authors and the working journalists have been giving their views through their writing, research paper conferences and seminars at regional , national and international levels. They have been highlighting the pressing problems of news management of different regional and national news papers. According to Henary, `Feyol. The meaning of management is to predict, to plan ,to organize, to order, to-ordinate and to control , According to Stanley Vens," In order to achieve the predetermined targets , it is a process of decision making of human action . According to American society of mechanical engineers, " It is an art of organizing and directing the power human actions -which are meant - (1) Business management (2) managerial management (3) Functional and labour management. According to L. Apple, `the management is a human development, not direction given to the material. It is obvious form the definitions, given by different scholars in their writing in which deals with the news management process, organization of news papers, Line of organization , line of staff organization, functional & organization. the news management works on the principles of management which includes devision of labour, right and responsibility, discipline, unity of command, unity of direction , personal devotion for common cause, payments, centralization, public relation system, equality, stability of tenure of employers, incentives and the source of co-operation.

In context of `news management' there is not too much work has been done during past ample of work have been publishing in recent past .There are numbers of problems which have been faced by the news papers. In the `News management ' there are varied pit falls which lie within the internal system of `News management ' there `pitfalls is not visible superficially or externally, but these are the drawbacks which lie in the internet functioning of press.

Gulab Kothari (2003) has highlighted some of problematic areas of `News management'. He has classified the problems of news management in the present scenario. Similarly, Dr. Manoj Dayal (2003) has thrown