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Media management theory: challenges and prospects[1]

The rapid digitalization evidently transforms media systems and theory that explains and predicts media phenomenon. Media management is under the pressure of the changes as well because the old scientific paradigm cannot provide the appropriate level of theoretical support for the industry. For instance the degradation of old organizational structures is evident; old hierarchies in media companies don't work well in turbulent media ecosystem.

The meta-analysis of scholar research reveals several aspects that nowadays are not well covered theoretically and need to be explored scrupulously. We see:

– The lack of fundamental theoretical research of the newsroom management given the current state of media industry: spread of multimedia, outsourcing, non-professional journalism etc.;

– Absence of the research on the nature and method of newsroom product creation and distribution in the digital ecosystem;

– The lack of the research of the theoretical basis of leadership, mot–ivation and satisfaction in newsrooms;

The strong need to investigate the influence of audience on the creation of newsroom content;

– Few scholar papers that explore the social dimension of newsroom production;

– The deficit of academic research of the journalistic work in digital newsroom.

These problems should be solved with the development of the complex model that explains the process of newsroom product creation and distribution; the influencing factors should be investigated as well.

The "broad management" paradigm has been the source of the theory for the media (and newsroom) management for the last century. Nowadays new digital challenges initiate the process of the fundamental theoretical revision. We believe that the concept of journalistic (newsroom, reporters) work will be the core of new media management theory.