

Chapter 16

PRESS ENTERPRISES AND LEADERSHIP

Çiğdem DİRİK¹

INTRODUCTION

Today, businesses need effective leaders to achieve their goals, apart from good management. Employees who organize businesses around a target, are organized around a target and are the leaders who provide these employees with the necessary motivation and support. While leadership and business management are mostly used interchangeably, the two concepts are different from each other. Not every manager is the leader. Leadership is not just a good education, but a different perspective, courage, intelligence and challenges that require a warrior spirit to deal with difficulties. Because the leaders are not content with the existing ones, try different methods, sometimes take a lot of risk and thus realize the change. It is necessary to renew and comply with this process in the changing competition conditions. It is unthinkable that the press enterprises are excluded from such a process because the press enterprises must comply with the innovations and technology due to their activities. In this process, the key to the success of the press enterprises is the effective leaders.

THE CONCEPT AND DEFINITION OF LEADERSHIP

Leadership is a process for a person to influence other people's thoughts and behaviors; Leadership concept which is a tool used to direct employees; It is also used in terms of attracting, leading, directing and guiding. Leaders manage individuals to achieve a job in accordance with the organization's policies, procedures and job descriptions (Elibol, 2013: 114-115). For the emergence of leadership, it is necessary to have a group with a specific purpose, but the members of the group should follow the leadership. For this reason, leadership can be defined as the person followed by the group members. Leadership has a vested authority that exceeds the authority granted. This can be explained as follows; Any member of the organization may be perceived as a leader without being dependent on his or her formal position. In other words, leadership in the organization is not only a

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publication of news in press companies. Also, journalism practices have changed. Now, journalists are able to make news in any environment and convey the news to the newspaper. Newspapers that give the best news in the most accurate way are noticed from their rivals. Employees and leaders will create this difference. However, leaders who gather employees around organizational goals and aim at the target will be able to achieve the success they want. For this reason, press enterprises should analyze the leadership characteristics in recruitment processes and employ the workforce to contribute to the business.

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