



JOB SATISFACTION AMONG WOMEN JOURNALISTS- WITH SPECIAL REFERENCE TO BANGALORE CITY

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Abstract: *Journalism is often stereotyped as a male defender and not suitable for women as it included the late-night shifts, reporting and often risky circumstances, etc. Though men have occupied this profession earlier than women, this was not an indication that women were not and are not prominent within the profession. Today things have changed as women journalists are competing with male colleagues both in the print and electronic media. The present study is an empirical research pertaining to the growth of women journalists in the changing modern society. This study focuses on the job satisfaction among the women journalists working in Bangalore city. The present study tries to analyze the opinion of fifty women journalists regarding their job satisfaction in the field of modern media in the society. The primary data is accompanied by the relevant secondary data such as journals, articles, books, newspapers and internet sources. The selection of the sample is based on simple random method. The findings of the present study are primarily based on the relevant data gathered through the introduction of an interview schedule in Bangalore city. The instrument was so designed as to gather the relevant data from the respondents. The instrument has been pre-tested in a pilot study in order to enhance its validity and reliability. Thus, in order to qualitatively assess the validity of the present research, the investigator has decided to make use of appropriate research techniques.*

Keywords: *Job Satisfaction, Journalists, Media, Women & Work Place*

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1. INTRODUCTION:

The nature of Journalism is interesting, challenging, exhausting, terrifying and rewarding in the society. It is also a vast competitive field, it requires unusual energy and knowledgeable triumph under the constant pressure of daily goals. It has logical and social aspects which make it an inspiring profession for any dynamic individual. Journalism is committed to serve the interests of people, society, nation and the world and it is that part of social activity which is concerned with the broadcasting of news and interpretations about the society. Journalism is a highly competitive field where Journalists meet many challenges in gathering, processing and distributing the news. Journalists have to perform in pressure-packaged environments. They have to meet many challenges in gathering, processing and distributing the news. Journalism has a distinct culture with norms, conventions, and expectations of behavior from those who are part of the culture. Many of those expectations are fueled by the public service aspects of the profession – the feeling among journalists that they are working for the public good, not just for their private benefit.

The last few decades' journalism was an almost completely male oriented profession. Female journalists were excluded and women were discouraged to enter the field of journalism. But in the modern society more number of women is employed as Journalists. As journalism became a profession, women were restricted by custom and law from access to journalism occupations and faced significant discrimination within the profession. Throughout the late twentieth century, women journalists have struggled to find an equal place in the media industry.

In twentieth century journalism raised its head in India as a new profession, but in the initial stage the number of women journalists were handsome compared to the male counterparts. In the contemporary society there is a gradual rise in the strength of women journalists due to the educational opportunities, job opportunities and globalized society and they can be seen in this profession where they are competing with male colleagues in both print and electronic media.

In the modernized society there is a huge number of new professions rising day by day and many of the works which were masculine are been providing an opportunity for the feminine world. But there is a need to study the job satisfaction among the women



employees who are entering to the masculine jobs. Similarly an attempt has been made in this study to analyze the job satisfaction among the women journalists in the Bangalore city.

2. OBJECTIVES:

The main objectives of the study are as follows;

- To analyze the job satisfaction among the women journalists.
- To know the views of women journalists regarding the profession.

3. METHODOLOGY:

The present study is based on primary data selected using simple random method. As a primary tool interview schedule is used. The primary data is supplemented by the relevant secondary data such as journals, articles, books, newspapers and internet sources. The sample size of the present study is fifty women journalists working both in Kannada and English media in Bangalore city. The analysis of data was done by using the appropriate social science statistical software.

4. REVIEW OF LITERATURE:

Studies relating to job satisfaction are reviewed here with a view to provide necessary framework for the analysis of job satisfaction among the women employees in various professions.

Gupta and Nisha (1978) carried out a study to find out personal factors affecting job satisfaction among secondary school teachers. An analysis of data revealed that job satisfaction was derived from and was caused by many interrelated factors. The highest correlation was found between age and job satisfaction. They found the relationship between job satisfaction and work role variables and personality factors. It was found that fifty per cent of teachers working in schools were satisfied with their job in different schools of the Eastern States of India.

Chassie and Bhagat (1980) have studied the differential effects of role stress experienced by women in terms of commitment to the organization, overall job satisfaction, satisfaction with specific aspects of the job and personal-life satisfaction. Role stress was significantly and negatively related to organizational commitment; overall job satisfaction; satisfaction with pay, work, coworkers, and supervision; and personal-life satisfaction. The t-tests analysis revealed significant mean differences between high and low role-stress groups on



organizational commitment, overall job satisfaction and satisfaction with extrinsic aspects of the job.

Kakkar (1983) undertook a research project on job satisfaction in relation to attitudes, job values and vocational interests of women. The study investigated the impact of vocational attitudes, interests and work values on the job satisfaction of women employees who had entered the world of work after initial vocational training. The variables of the study were socio-economic status, marital status, and age, work values as independent variables and job satisfaction as a dependent variable. The study also revealed positive relationships between job satisfaction and occupation level, job satisfaction and age, educational level, income, vocational attitude and work values.

Gray (1984) examines job satisfaction among a sample of Australian nurses. Job satisfaction is considered in the context of nursing's position in the medical division of labor and the various political strategies that the occupation has pursued to improve its status. Examination of the data reveals that seniority, rank, sex and type of basic training have the strongest effects on job satisfaction. Job technology and interactions between job technology, education and post basic training are also significant. The implications of these findings are discussed in terms of the political strategies for nursing to improve the status of the occupation and the satisfaction of nursing work.

Smart John and Ethington (1987) have studied the female college freshmen and indicated wide variation in the effect of occupational sex segregation on the job satisfaction of female college graduates employed in public and private organizations. Women employed in sex-balanced and male and female dominated occupations in the public sector have comparable levels of job satisfaction. In private firms, however the respondents employed in sex-balanced careers are more satisfied with the intrinsic and overall nature of their jobs than those employed in female dominated occupations, and those in female dominated jobs are more satisfied with the extrinsic nature of their careers than those in male dominated jobs.

Hodson and Randy (1989) in their study are mainly concerned with the gender differences in job satisfaction among full-time workers, focusing on why women report equal or greater job satisfaction than men in spite of objectively inferior jobs. Analysis reveals few differences between men and women in the determinants of job satisfaction when



considering job characteristics, family responsibilities and personal expectations. Two alternative explanations for women's relatively positive job attitudes are considered: (1) women may arrive at a higher level of job satisfaction than men by using different comparison groups; and (2) men may be more willing to verbalize dissatisfaction with work because of different socialization. The most likely explanation is that, these processes operate in conjunction to produce greater reported job satisfaction among women.

Honda and Homma (2001) attempted to understand the relationship between current Japanese women's career job satisfaction and turnover; they studied 177 currently full-time employed individuals for this particular purpose. Participants were aged between 23 and 60 and were graduates of women's universities. The scholars divided the participants into two groups based on whether they had changed jobs. As a result of factor analysis, the scholars summarized job satisfaction into five sections: job interest, expectations of women, volume of work, health and welfare benefits, and career development. The scores of the "health and welfare benefits" factor differed significantly between the two groups. A hierarchical logistic regression analysis found that, low satisfaction with "health welfare benefits" tended to affect turnover intention. In addition, satisfaction with "job interest" and "volume of the job" tended to influence turnover intention, and at the same time, these effects depended on the past turnover experience. From these study results, they suggested that current Japanese career women's turnover is mainly affected by the responsibilities of women in the face of the work-family conflict.

Deborah et.al, (2004) in their study have analyzed the roles, status and experiences of women Journalists and the challenges women have faced in their struggles to become established in the profession and also the strategies women had adopted to gain power in a male-dominated media environment. Joseph(2005) have captured the opinions of 200 women journalists regarding their experiences, opinions and distinct attitudes of a wide range of female journalists in the Indian Print media. This book offers key insights into women journalist's views on their profession in general, as well as their perceptions of their own individual roles.

5. STATEMENT OF THE PROBLEM:

In the field of journalism entry of women is a new phenomenon. Majority of the studies have highlighted the press and broadcasting media industries dominated by men. In the



contemporary society women journalists work in all areas of communication. There are number of problems faced by the women in every profession and every profession has its own type of problems. Similarly in the field of women journalists there are several problems including job satisfaction. Therefore an attempt has been made in this study to analyze the role of job satisfaction among the women generally and women journalists in particularly.

6. RESULTS AND DISCUSSION:

In this section to analyze the component of job satisfaction among women journalists the variables are cross tabled such as job satisfaction vs age, job satisfaction vs education qualification and job satisfaction vs designation. The job satisfaction variable has been converted in to a scaling (Low & High) by using appropriate method for the better understanding and to analyze the data. An attempt is made in this study to throw empirical light on the levels and the determinants of job satisfaction among women journalists. The most evident fact about job satisfaction is that, it varies in terms of the overall amount of satisfaction, directly with a person's position in the occupational or professional hierarchy. The level of job satisfaction so ascertained and measured reveals that seventy percent of the women journalists expressed a high level of job satisfaction which could be viewed as a reasonably high proportion.

Table-1.1: Job Satisfaction and Age

Job Satisfaction	Age of the Respondents				Total
	21-25	26-30	31-35	36 & Above	
Low	08 (33.3)	05 (27.8)	02 (40.0)	00 (00.0)	15 (30.0)
High	16 (66.7)	13 (72.2)	03 (60.0)	03 (100.0)	35 (70.0)
Total	24 (100.0)	18 (100.0)	05 (100.0)	03 (100.0)	50 (100.0)

The above table 1.1 reveals the data regarding the job satisfaction and age of the respondents. The data reveals cent percent of job satisfaction among the respondents who come under the age group of 36 years and above. 72 percent of the respondents have revealed higher job satisfaction and come under the age group of 26-30 years. 67 (66.7) percent of the respondents have revealed higher job satisfaction and fall under the age group of 21-25 years. 60 percent of the respondents have revealed the higher job



satisfaction and come under the age group of 31-35 years. The data signifies that the higher the age leads to the higher job satisfaction among women journalists profession. The data also signifies that the experience and length of service are important to gain the job satisfaction whereas in the lower age due to huge opportunities in the media field may lead to the lower job satisfaction compared to the higher age group women journalists.

Table-1.2: Job Satisfaction and Education

Job Satisfaction	Education of the Respondents			Total
	Graduation	Post-Graduation	Others	
Low	06 (37.5)	07 (24.2)	02 (40.0)	15 (30.0)
High	10 (62.5)	22 (75.8)	03 (60.0)	35 (70.0)
Total	16 (100.0)	29 (100.0)	05 (100.0)	50 (100.0)

The table 1.2 reveals the data regarding the job satisfaction and education of the respondents. The data signifies that 76 (75.8) percent of the respondents are highly job satisfied and they come under the post-graduation education level, similarly 62.5 percent of the respondents expressed the high level of job satisfaction and they come under Graduation education level whereas 60 percent of the respondents expressed high level of job satisfaction and they fall under others group of education. The data clearly signifies that the women journalists who have completed their post-graduation courses related to the media are highly satisfied compared to the graduate and other educational background women journalists.

Table-1.3: Job Satisfaction and Designation

Job Satisfaction	Designation of the Respondents				Total
	Reporter	News Editor	Copy Editor	Sub Editor	
Low	05 (31.2)	02 (18.2)	04 (36.4)	04 (33.3)	15 (30.0)
High	11 (68.8)	09 (81.8)	07 (63.6)	08 (66.7)	35 (70.0)
Total	16 (100.0)	11 (100.0)	11 (100.0)	12 (100.0)	50 (100.0)

The table 1.3 reveals the data regarding the job satisfaction and designation of the respondents. The data signifies that 82 (81.8) percent of the respondents working as news editors are highly satisfied with their job, 69 (68.8) percent of the respondents working as



reporters are satisfied with their job, 67 (66.7) percent of the respondents working as sub editors are satisfied with their job and 64 (63.6) percent of the respondents working as copy editors are satisfied with their job. The data clearly signifies that women journalists work in different processes in the media field and among them the women journalist working as news editors enjoy the highest job satisfaction than the other processes women journalists.

7. FINDINGS OF THE STUDY:

The study reveals that the shift timings of the respondents work round the clock with varying timings. The data regarding shift timings signifies that 38 percent of the respondents work in morning shift, 14 percent of the respondents work in general shift, 16 percent of the respondents work in the night shift whereas 32 percent of the respondents work both morning and night shift. Regarding the type of employment of the respondents the data reveals that 36 percent of the respondents work on contract basis, 40 percent of the respondents work on part time basis and 24 percent of the respondents work on full time basis. The data elucidate that the contract workers are usually trainees moreover respondents newly entered to the profession and also respondents working as to complete their internship, majority of them fall under the age group of 21-25.

The data regarding monthly income of the respondents reveals that 26 percent of the respondents receives monthly income up to 10000, 32 percent of the respondents receives 10001 – 15000 monthly income, 22 percent of the respondents receive 15001-20000 monthly income and 20 percent of the respondents receive more than 20001 monthly income. Monthly income or salary plays an important role among the employees and can be identified as a motivating factor and moreover it signifies the level of job satisfaction.

The data signifies that the higher the age leads to the higher job satisfaction among women journalists profession. The data also signifies that the experience and length of service are important to gain the job satisfaction whereas in the lower age due to huge opportunities in the media field may lead to the lower job satisfaction compared to the higher age group women journalists. The data clearly signifies that the women journalists who have completed their post-graduation courses related to the media are highly satisfied compared to the graduate and other educational background women journalists. The data clearly signifies that women journalists work in different processes in the media field and among



them the women journalist working as news editors enjoy the highest job satisfaction than the other processes women journalists.

8. CONCLUSION

The journalist's profession for women is a new phenomenon; apart from that a number of new professions are emerging day by day and should be continued to develop in the society for the growth of healthy and sickless society. Job satisfaction is one of the important factors in the contemporary society for achieving successful career in any profession irrespective of gender.

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