



## FAMILY AND PROFESSION LIFE OF MEDIA WOMEN



**Dr. Basawaraj K. Ashtagi**  
Research Scholar.

### ABSTRACT

*For working parents in the many countries the challenge of juggling careers and family life continues to be a front-burner issue – one that is being recognized by a growing number of employers who have adopted family-friendly policies such as paid leave. But while few Americans want to see a return to traditional roles of women at home and men in the workplace, one reality persists: Women most often are the ones who adjust their schedules and make compromises when the needs of children and other family members collide with work, Pew Research Center data show. In a 2013 survey, we found that mothers were much more likely than fathers to report experiencing significant career interruptions in order to attend to their families' needs. Part of this is due to the fact that gender roles are lagging behind labor force trends. While women represent nearly half of the workforce, they still devote more time than Menon average to housework and child care and fewer hours to paid work, although the gap has narrowed significantly over time. Among working parents of children younger than 18, mothers in 2013 spent an average of 14.2 hours per week on housework, compared with fathers' 8.6 hours. And mothers spent 10.7 hours per week actively engaged in child care, compared with fathers' 7.2 hours.*

*At the same time, though, among young adults with children, women are much more likely than men to say being a working parent makes it harder for them to get ahead at work (58percentage of Millennial moms say this, versus 19percentage of Millennial dads).*

*These issues raise anew debates over government and workplace policies designed to support parents and families. While the national conversation continues, working parents across America will continue to juggle their many responsibilities – making time for care giving along the way.*

**KEYWORD :** family-friendly policies, media profession, family responsibilities.

### INTRODUCTION

In the Indian society the women has to play dual role in the society, she is mother, sister, sister in law and so forth in the family and at the same time she has to fulfill her professional role at her working place. It is true coming to the journalism or media profession, here the profession demands the services of the individual involved in the profession at all the time. As such more particularly the women involved in the profession has to face the role conflict. In the present study an attempt is made to understand whether the

women involved in the profession is facing difficulties in managing the time. The data so collected are presented in the following table.

**Table-1**  
**Difficulties in Managing Family and Professional Life**

Difficulties	No. of the Respondents	Percentage
Yes	129	43
No	101	33.66
With great difficulty	70	23.33
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Field Survey

The analysis of the data on the difficulties faced by the women in the media profession in managing both family and the professional life indicates that nearly half of the respondents that is 43 percent of the respondents exhibit that they are facing the problem. Nearly one fourth of the respondents that is 23 (23.33) percent of the respondents are managing both family and the professional life with great difficulties. It is significant to note that about one third of the respondents that is 34 (33.66) percent of the respondents are not facing any problem in managing the both family life and the professional life at the same time. As such the interpretation of the data indicates that about two third of the respondents are facing the difficulties in managing the both family and the professional life.

In the present study an attempt is also made to understand how the women professionals try to manage the office work after completing their family responsibilities. The respondents' responses are presented in the following table.

**Table-2**  
**Time Management in Office**

Particulars	No. of the Respondents	Valid Percent
Try to be in time in office	131	43.66
In case of late compensate with overtime	57	19
Try to impress the boss with smart work	31	10.33
Try to put splendid individual performance in comparison with other colleagues	67	22.33
Any other	14	4.66
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Field Survey

It is significant to note that nearly half of the respondents that is 44 (43.66) percent of the respondents try to be in the office in time. About 20 (19) percent of the respondents compensate the delayed time by working over time. About 10 (10.33) percent of the respondents impress the boss with smart work. Nearly one fourth of the respondents that is 22 (22.33) percent of the respondents would like to compare their work with other colleague. An about 5 (4.66) percent of the respondents choose some other methods to manage the office work. It is significant to note that the women in the media profession are managing both family and the office by working extra or by putting extra efforts. The findings indicate that the women in the media field in this region are professionally equipped and are professionally well trained they are well equipped with the work capacity to compensate their work by putting extra efforts. They take it as challenge and they are not asking any excuse is the significant aspect and quality of the women in the media profession.

Further it is significant to note that the respondents are having the responsibilities of their house also. They will have to reach home at proper time so as to manage the household responsibilities. The respondents were asked to mention what steps they take to reach their home at an early time. The data indicates that nearly one third of the respondents that is 24(23.66) percent of the respondents reach home in time. Nearly half of the respondents that are 44 percent of them reach home late. About one third of the respondents that is 32.33 percent of the respondents leave office early so as to reach home in time. The findings indicate that as in the other professions, women in the journalism profession are facing the role conflict; the women in journalism also play the dual role. At this juncture the study would like to suggest that the top executives in the journalism profession to make some encouraging provisions for the women in the media profession to concentrate both on the profession and their respective homes.

**Table-3**  
**How do you manage to get back home in time**

Particulars	No. of the Respondents	Valid Percent
Reach home in time	71	23.66
Reach home marginally late	132	44
Leave early from office	97	32.33
<b>Total</b>	300	100.0

Source: Field Survey

The above data table indicate that regarding respondent’s management of their home after leaving their work place. The data analysis reveals that, among 300 respondents about 32.33 percentages of them were sated that, they may leave officer early followed by 23.66 percentages of them were felt that, they reach home in time to manage the home. However majority of the respondents were stated that they always reach home late due to the office work respectively.

**Table- 4**  
**Successful in keeping Office Happy**

Opinion	No. of the Respondents	Percentage
Yes	148	49.33
No	61	20.33
With great difficulty	91	30.33
<b>Total</b>	300	100.0

Source: Field Survey

The data on keeping the office happy by working as per the expectations of the top executives indicates that nearly half of the respondents that is 49 (49.33) percent of the respondents are successful in keeping their office happy by working as per the expectations. For about 20 (20.33) percent of the respondents, it is not possible for them to keep their office happy. And for about 30 (30.33) percent of the respondents with lot of difficulties keep their office happy. The analysis of the data indicates that the work load and the work pressure are high among the women media personnel. At the same time the expectations from the women media personnel is high and the respondents are struggling lot to reach the goals fixed by the organizations.

Further an attempt is also made in the present study whether the respondents are successful in keeping their respective family members or not. The data so collected are presented in the following table.

---

**CONCLUSION:**

The analysis of the data on the difficulties faced by the women in the media profession in managing both family and the professional life indicates that nearly half of the respondents that is 43 percent of the respondents exhibit that they are facing the problem.

Nearly one fourth of the respondents that is 23 percent of the respondents are managing both family and the professional life with great difficulties.

It is significant to note that about one third of the respondents that is 34 percent of the respondents are not facing any problem in managing the both family life and the professional life at the same time.

The data indicates that nearly one third of the respondents that is 24 percent of the respondents reach home in time.

The data on keeping the office happy by working as per the expectations of the top executives indicates that nearly half of the respondents that are 49 percent of the respondents are successful in keeping their office happy by working as per the expectations.

**REFERENCES:**

1. M. Bhavanishankar Rao (2011): "Impact of SHG on Family Welfare Programme", Asian Entrepreneur, pp.20-30.
2. Saxena, Ruchi, et al (2009): Educating Adolescent Girls and Young Women on Family Life Education Issues with the Use of Communication Aids in a Village of Uttrakhand. Journal of Social Sciences. Vol. 21. No. 1. 2009. P. 73-78.
3. Aruna, et al (2008): Perception of Adolescents Regarding Portrayal of Women in Commercial Advertisements on T.V. Journal of Social Sciences. Vol. 17. No. 2. 2008. P. 121-126.
4. Development in practice, improving women health in India, Washington: The World Bank, 1996.
5. Gurumoorthy, T. R (2000): "Self-Help Groups Empower Rural Women", *Kurukshetra*, 48(5).
6. Juhi Gupta (2009): "Economic and Social Reforms, Violence and Increasing Insecurities against Women", *Empowerment of Rural Women in India, Kanishka Publications, Distributions New Delhi*. pp 108-115.
7. Savitri G. 2004. Violence, law and women's rights in south Asia: New Delhi Sage.