



WOMEN IN MEDIA AND PROFESSIONAL LIFE

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ABSTRACT

Mass Communication media in India, like every modern and advanced country, comprises of the radio, the film, the television, the press, publications and advertising besides traditional media. The magic persuasiveness of its visual presentation and its admitted superiority over other media for propagation of social and economic objectives has together placed the television in India with great priority. Besides the Prasar Bharti owned Doordarshan, now we have around more than one hundred T.V. Channels which provide news, music, films, serials, sports, religious preaching, and education and so on.

Of the many influences on how we view men and women, media is the most pervasive and one of the most powerful communication method to reach the society. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize violence against women. We will consider each of these themes in this section. Underrepresentation of Women A primary way in which media distort reality is in under representing women. Whether it is prime-time television, in which there are three times as many white men as women (Basow, 1992 p. 159), or children's programming, in which males outnumber females by two to one, or newscasts, in which women make up 16percentage of newscasters and in which stories about men are included 10 times more often than ones about women ("Study Reports Sex Bias," 1989), media misrepresent actual proportions of men and women in the population. This constant distortion tempts us to believe that there really are more men than women and, further, that men are the cultural standard.

KEYWORDS: communication method, traditional media, women media, social and economic.

INTRODUCTION

Span of carrier:

Span of carrier here refers to the total length of service as a media person in the media field. It could be in the same organization or in the other organization as a media worker in any position. The data on span of carrier of the respondents are presented in the following table.

Table-1
Span of Carrier

Span of Carrier	No. of the Respondents	Percentage
0 year	43	14.33
1 to 2 year	99	33
3 to 4 year	71	23.66
5 to 6 year	57	19
7 and above	30	10
Total	300	100.0

Source: Field Survey

The analysis of the data on the span of carrier of the respondents indicates that, women have recently entered in the media profession. All the respondents have very short span of carrier. About 14(14.33) percent of the respondents have entered the profession very recently and have not even have one years experience. One third of the respondents have only 1to 2 years of experience in the field. Nearly one fourth of the respondents that is 23.66 percent of the respondents have about 3-4 years of experience. Nearly 20(19) percent of the respondents have up to 5-6 years of experience. Only 10 percent of the respondents have comparatively high span of carrier, that is 7 years and above. This could clearly indicate that women in media field have very low span of carrier. This could clearly indicate that the women in the media field in this part of the country have recently entered the media field. Nevertheless the women entered in the media field are professionally well qualified. In the Indian society the women were traditionally meant for only household works, they were not permitted to go out of house and enter in the job market or any economic activities. After industrial revolution women were gradually started to enter the economic activities out of house and in the organized sectors. Initially women entered in the teaching and typing and official table works. In the present period one can see women in almost all professions. In som of the male dominated professions women are entering very recently and their participation is also comparatively low. As such the media profession is dominated by the male as it requires the person involves in the profession has to leave his or her family most of the time in other words they have to sacrifice the family life for the professional requirements. As such the participation of the women in the media profession is low and women are participating recently.

An attempt is also made here to know the channels in which they have worked. As such the data on the T V channels in which respondents have worked are collected and are presented in the following table.

Table-2
Channels Worked

Channels	No. of the Respondents	Valid Percent
D.D Chandana	32	10.66
Udaya news	39	13
T.V. 9	27	9
24/7 Suvarn	41	13.66
Public T.V	37	12.33
Janashree news	31	10.33
Any others	93	31
Total	300	100.0

Source: Field Survey

The data on the channels in which the respondents worked indicates that an overwhelming majority of the respondents have worked in the private channels. Only about 11(10.66) percent of the respondents

have worked in the DD Chandana channel. Further it is most significant to note that, The proportion of the respondents is comparatively low in the most popular channels. Whereas it increases as the popularity of the channel is comparatively lower. The analysis of the data indicates that, about 13 percent of the respondents are working in the Udaya news , less than 10 (9) percent of the respondents are working in TV 9 popular kannada news channel, about 14(13.66) percent of the respondents are working in the 24X7 Suvarna News channel, about 12(12.33) percent of the respondents are working in the Janashree news channel, about 10(10.33) percent of the respondents are working in the Janashree news channel and remaining 31 percent of the respondents are working in the other private channels. The analysis of the data on the channels in which respondents worked indicates that though the women media personnel studied are professionally qualified have not received proper recognition from the government owned channel and the most popular private channels. This might be attributed to the fact that the respondents have entered the media field very recently this might be the reason the respondents have not received much attention from the government channels . However they are recognized by the

In the present study an attempt is also made to understand the earlier organization in which the respondents have worked. This could clearly indicate the organizational mobility of the respondents. The data on the organization served earlier are presented in the following table.

Table-3
Earlier Organization served

Name of the Organization	No. of the Respondents	Percentage
D.D Chandana	31	10.33
Udaya news	40	13.33
T.V. 9	47	15.66
24/7 Suvarn	32	10.66
Public T.V	59	19.66
Janashree news	22	7.33
Kasturi news	25	8.33
Any other specify	44	14.66
Total	300	100.0

Source: Field Survey

The data on the organizations earlier served indicates that all most all the respondents have worked earlier in other organizations. The above table clearly indicates that the respondents are spread over all the T V Channels. It is significant to note that as in the case of organization in which the respondents worked the respondents could be observed in private and not so much popular T V channels. This might also be attributed to the fact that the respondents are the one who have entered the media profession very recently. Only about 10(10.33) percent of the respondents were worked with the government owned channel that is Chandana channel. Remaining an overwhelming majority of the respondents were worked in the private news channels. The distribution of the respondents as per channel wise is given in the above table. The above table indicate that, about 20 (19.66) percentage of them were worked with Public TV followed by 15(15.33) percent of the respondents were worked with T V 9 Channel, about 13 (13.33) percent of respondents were worked with Udaya news channel, about 10.66 percent of the respondents were worked with 24/7 news channel, about 10 (10.33) percent of the respondents were worked with D.D chandana channel, about 8 (8.33) percent of the respondents worked presently with Kasturi news channel, and only about 7 (7.33) percent of the respondents worked with Janshree news channel.

However some of the respondents are worked with other channels which are not popular in the study area or restricted to the some parts of the state only. The above study results indicate that, majority of

the respondents were worked in reputed and popular channels of the study area, which in turn shows their capability to work in the well known channels of the study area.

It is significant to note that the respondents studied have changed the work organization in which first they have served. The study here would like to understand the reasons for leaving the 3 first organization. The data on reasons for leaving the organization are collected and are presented in the following table.

Table-4
Reason for leaving the earlier organization

Particulars	No. of the Respondents	Valid Percent
Workload	117	39
Salary	59	19.66
Harassment	07	2.33
Journey	79	26.33
Any other	38	12.66
Total	300	100.0

Source: Field Survey

The data on the reasons for leaving the earlier organization indicates that, salary and the harassment to the worker is not the prime reason for leaving the earlier organization. About 20(19.66) percent of the respondents have left the earlier organization due to lower payment. Only about 2 (2.33) percent of the respondents have left the organization due to harassment in the organization. It clearly indicates that in the media field the women are not tortured and they are well paid also. Further, the study indicates that the respondents that is women in the media in this part of the country leave the earlier organization due to work load and extensive travelling on the job. The data indicates that 39 percent of the respondents and 26 (26.33) percent of the respondents leave the earlier organization due to work load and extensive travel on the job respectively. It is significant to note that the women are not tortured or harassed on the job. Work load and travelling most of the time on the job are the reasons for them to leave the earlier organization.

Table-5
Reason for joining the present organization

Reasons	No. of the Respondents	percentage
Sufficient Workload	109	36.33
Good Salary	57	19
Good Faculty	43	14.33
Nearest Place	91	30.33
Total	300	100.0

Source: Field Survey

Respondents were also asked to mention the reasons why they joined the present organization. The data on the reasons for joining the present organization indicates that, Comfortable work load and the distance of the place of work are the two major reasons for the respondents to choose the present organization. The analysis of the data indicates that, more than one third of the respondents that is 36 (36.33) percent of the respondents have joined the present organization due to sufficient workload. Nearly 20 (19) percent of the respondents and about 14(14.33) percent of the respondents join the present organization due to good salary and good faculty respectively. The interpretation of the data on reasons for joining new organization indicates that sufficient or favorable work load and the distance of the work load are the major reasons for the women media personnel to join the new organization.

Like other professional in media also there are different designations, the study would like to know through which designation or position the respondents have begun their carrier. The data on designation as beginner in the profession are collected and are presented in the following table.

Table-6
First Designation in professional

Designation	No. of the Respondents	Percentage
Writer	161	53.66
News Reporter	71	23.66
Editor	07	2.33
Program Servicer	11	3.66
Any other	50	16.66
Total	300	100.0

Source: Field Survey

The data on the first designation as media personnel indicates that majority of the women media personnel studied that is about 54 (53.66) percent are worked as writer. The next designation is news reporter, that is nearly one fourth of them 24(23.66) percent of them have started their carrier news reporter. Remaining about 2(2.33) percent, about 4(3.66) percent and about 17(16.66) percent of the respondents have started their carrier as editor, program me servicer and any other respectively. This could clearly indicates that the women in the media profession have started as writer and news reporter in the beginning and reach to the higher position in their future carrier. As the women media personnel of this region are professionally qualified are getting good recognition in their profession from the initial stage. It could also be stated here that the women of this region are having great future in the media industry.

In the next attempt the researcher intends to know the present position of the respondents which could clearly indicates their professional internal mobility. With this intention the researcher posed the question before the respondents to mention their present position. The data so collected are presented in the following table.

Table-7
Present Designation

Designation	No. of the Respondents	Percentage
Writer	109	36.33
News Reporter	77	25.66
Editor	59	19.66
Program Servicer	33	11
Any other	22	7.33
Total	300	100.0

Source: Field Survey

The data on the present designation indicates that there is definite trend in the professional life of the respondents. A definite trend could be observed in the professional life of the respondents. Up ward mobility could be observed. The analysis of the data on the present position indicates that, more than one third of the respondents that is 36(36.33) percent of the respondents present position is writer. More than one fourth of the respondents are that is 26(25.66) percent are functioning as news reporter. Nearly, 20(19.66) percent of the respondents are functioning as editor. 11 percent of the respondents are function as programme server. Only 7(7.33) percent of the respondents are functioning in any other department. It could be observed from the above data that the respondents have experienced upward mobility in their

professional life. The proportion of the respondents in the position news editor, programme server has been increased. The women media personnel of this region are experiencing the professional upward mobility. This might be attributed to the fact that most of the women media personnel studied are professionally well qualified.

The professional growth and the professional advancements are the good development and good sign of the professional advancements. It is here significant to note that the individual has to move from one place to another and from one organization to another for attaining the professional goals. As such the present study also made an attempt to know whether the respondents have gained the promotion within the organization or they have to leave the organization for attaining the professional advancements. The data so collected are presented in the following table.

Table-8
Change of organization for promotion

Particulars	No. of the Respondents	Percentage
Yes	211	70.33
No	89	29.66
Total	300	100.0

Source: Field Survey

The data on the change of the organization for the purpose of the promotion indicates that an overwhelming majority of the respondents that is 70(70.33) percent of the respondents have changed their organization to get the promotion. Nearly 30(29.66) percent of the respondents have not changed their organization to get the promotion. It is to state that the 30 percent of the respondents have not changed their organization it means they continued the organization with or without promotion. The analysis of the data indicates that the women in media profession of this region have experienced the intra organizational mobility and professional advancement.

The study of job satisfaction among various occupational categories has gained prominence in the recent past and could be stated to have caught the attention of social scientists in the right earnest from the days of Hawthorn studies by Elton Myon.

Further, the study of job among media personnel with regard to their salary is also of considerable importance. An attempt hence made in the present study to know the level of job satisfaction among the women in the media with regard to their salary. The data so collected on the job satisfaction are presented in the following table.

Table-9
Level of Satisfaction in Relation to Salary

Level of Satisfaction	No. of the Respondents	Percentage
High	201	67
Low	99	33
Total	300	100.0

Source: Field Survey

The findings of the study on the job satisfaction indicate that, two thirds of the respondents that is 67 percent of the respondents are highly satisfied with their salary. One third of the respondent exhibits low level satisfaction with regard to their salaries. The above mentioned data table indicate regarding satisfaction or happiness about salary package provided by the organization to the respondents. In commensuration with the earlier studies the women in the media exhibit high level of job satisfaction. The earlier studies indicates that the individuals in the higher ranking positions always exhibit high level of the

job satisfaction. Findings of the present studies are also in commensuration with the earlier studies as the respondents are in good position in the occupational world. It is significant to note that the women have recently entered in the media profession they have exhibited high level of satisfaction.

It is generally held assumption that any individual is having his or her dreams or imagination about the occupation or profession which they aspires . In the present study an attempt is made to know whether the dreams of the respondents have come true after joining the profession or not. This could also give us the level of the satisfaction that they are having. The data on the dreams the respondents are having and whether they have come true or not are presented in the following table.

Table-10
Dreams about Profession and Reality

Particulars	No. of the Respondents	Percentage
Dreams come true	97	32.33
No	60	20
Better than I thought	71	23.66
Worse than I thought	72	24
Total	300	100.0

Source: Field Survey

In present study the respondents were asked whether the respondents have fulfilled their dreams regarding their profession before they join the profession. The data indicates that just near to one third of the respondents' dreams regarding their profession come true. And nearly one fourth of the respondents that is 24(23.66) percent of the respondents also exhibit that the situation is better than that they dream before they join the occupation. At the same time 20 percent of the respondents and 24 percent of the respondents exhibit that their dreams have not come true or the situation on the job is not same as they dream before joining the job and the situation is worst than they have dreamed. In conclusion based on the findings of the study it could be stated here that the respondents dreams come true they are in a work situation wherein their dreams regarding occupation come true.

Further an attempt is also made in the present study to find out the overall satisfaction of the respondents on their job. The data so collected are presented in the following table.

Table-11
Over all job satisfaction

Level of Job Satisfaction	No. of the Respondents	Percentage
High	179	59.66
Low	67	23
Moderate	54	18
Total	300	100.0

Source: Field Survey

The data on the overall satisfaction of the women media practitioners indicates that a majority of the respondents that is 60(59) percent of the respondents exhibit a high level of job satisfaction. Nearly one fourth of them that is 23 percent of the respondents exhibit low level of job satisfaction. Only 18 percent of the respondents exhibit moderate level of job satisfaction. The interpretation of the data clearly indicates that the women in the media profession are satisfied with their job. Though women have entered the media profession very recently they are very much satisfied with the payment they receive, the working conditions in which they are working.

In any research on the professional the researcher would like to test the level of satisfaction of the professional practitioners as such the researcher poses certain questions to test the level of satisfaction . In the present study an attempt is made here to know whether the respondents wish to continue with this profession or not. The data on this may give us the level of commitment and the level of the respondents satisfaction. The data so collected are presented in the following table.

Table-12
Future Plan with this Profession

Future Plan	No. of the Respondents	Percentage
Continue	177	59
may switch over	54	18
can't say	69	23
Total	300	100.0

Source: Field Survey

In consonance with the data on overall job satisfaction the data on future plan of respondents indicate that nearly 60 (59) percent of the respondents would like to continue with this profession. It clearly indicate that the same proportion of the respondents are satisfied with the profession and at the same time they are highly committed towards this profession. Nearly, 20 (18) percent of the respondents exhibit that they may switch over to some other profession. This indicates that they are not satisfied with present profession and not committed to the profession. Remaining 23 percent of the respondents are uncertain about the continuation or switch over to other profession. The findings indicate that the women in the media profession in this region are committed to their profession and are satisfied with the profession.

In the present study the respondents were posed with certain questions through which one can understand the level of commitment to the profession,. In this attempt the respondents were asked the present profession is one which you aspired from the beginning. Based on the responses the respondents were classified as with high and low commitment to the profession. If the respondents were answered as the profession is one which they have aspired it from the beginning are classified as highly committed to the profession and those who have answered as it not the profession which they have aspired it from the beginning are classified as with low commitment. The data so classified are presented in the following table.

Table-13
Commitment to the Profession

Commitment	No. of the Respondents	Percentage
High	209	69.66
Low	91	30.33
Total	300	100.0

Source: Field Survey

The commitment to the profession so classified and ascertained reveals that, the women media personnel are highly committed to their profession.

Though the women have entered the media profession very recently the profession to the women is of recent origin, it is found that, about 70(69.66) percent of the respondents exhibit high level of commitment to their profession. Remaining 30(30.33) percent of the respondents have exhibit low level commitment to their profession. Though the women have entered to the profession very recently they have exhibited high level of commitment indicates that the media industry has to take much care and provide still more facilities to the women to keep up the pace.

Termination:

It is generally held opinion that in the media field they are having fixed time termination system as it is followed in the military system. The individuals appointed for a fixed period and after that they will be terminated from the services by giving them all the retirement benefits. This system is fixed for certain personnel who work in the front area at the border. This is the common practice in the military. It is generally held view that the same thing is practiced in the media profession for the certain personnel. As such an attempt is made in the present study to test the generally held view. The respondents were asked whether the fixed termination system exists in the media profession or not. The findings indicate that a majority of the respondents that is 57 percent of the respondents indicate that the fixed termination system like military is persists in the media profession. Nearly half of the respondents that is about 43 percent of the respondents indicate that the fixed termination system not exists in the media profession. Though the majority of the respondents indicate that the fixed termination system exists in media field, at the same time nearly half of the respondents rejected the view, this indicates that the respondents are almost equally distributed. Researcher here would like to suggest that in the future research this problem must be highlighted and must come out with proper generalizations.

CONCLUSION:

The data on the channels in which the respondents worked indicates that an overwhelming majority of the respondents have worked in the private channels.

The analysis of the data indicates that, about 13 percent of the respondents are working in the Udaya news , less than 10 percent of the respondents are working in TV 9 popular kannada news channel, about 14 percent of the respondents are working in the 24X7 Suvarna News channel, about 12 percent of the respondents are working in the Janashree news channel, about 10 percent of the respondents are working in the Janashree news channel and remaining 31 percent of the respondents are working in the other private channels.

The analysis of the data on the channels in which respondents worked indicates that though the women media personnel studied are professionally qualified have not received proper recognition from the government owned channel and the most popular private channels.

The above table indicate that, about 20 percentage of them were worked with Public TV followed by 15 percent of the respondents were worked with T V 9 Channel, about 13 percent of respondents were worked with Udaya news channel, about 10.66 percent of the respondents were worked with 24/7 news channel, about 10 percent of the respondents were worked with D.D chandana channel, about 8 percent of the respondents worked presently with Kasturi news channel, and only about 7 percent of the respondents worked with Janshree news channel.

The data indicates that 39 percent of the respondents and 26 percent of the respondents leave the earlier organization due to work load and extensive travel on the job respectively.

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