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A Pragmatic Scrutiny on Coeval Issues: Obstacles Encountered by Journalists in India with Special Reference to Tamilnadu

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Abstract

This study aims to bring the obstacles encountered by the journalists in their walks of life to pursue a challenging profession and satisfaction towards their job. The study has covered 300 respondents who are editors, writers, reporters, photo journalists, designers and marketing executives in print media. The quantitative approach is applied and AMOS (Analysis of Moment structure) software is used to test the conceptual framework. The findings of the study revealed that organizational commitments, gender inclusive culture, work life balance and external pressures are highly influenced on job satisfaction of journalists.

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Keywords: Coeva; Job satisfaction; Journalist; Tamilnadu, Obstacles.

1. Introduction

In the age of globalization, media takes a dominant position in developed counties as well as developing countries like India, Sri Lanka and Pakistan. With the help of mass media, Journalism is playing a vital role in the current scenario. Journalists are acting as communication mediators and they are treated as a sparkling star in the Universe. But the real fact is somewhat different. Challenges faced by the Indian journalists are many. London- based International News Safety Institute (INSI) reported that India was the 4th most dangerous country for journalists. Problems of journalists in Tamilnadu is yet to be acknowledged, as it is first of its kind, no empirical research has been carried out in India especially in Tamilnadu. It is an endeavor to look at the problems of journalists in an

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empirical view. Following are the recent examples to demonstrate “the professional challenges of journalists”.

Information from Wikipedia website (on 9th May, 2007) inferred that a firebomb attack occurred on a Tamil newspaper which resulted in the death of three people. The reason behind this was a survey published by the newspaper relating to a political party in Tamilnadu. In connection to that, mass protests were triggered throughout the region. Offices of the newspaper were firebombed and two press employees and a private security guard died. Furthermore 17 people were charged by the Central Bureau of Investigation, but all were acquitted.

Review from firstspot.com website (on 19th May, 2014), researcher revealed that eleven activists related to the political party of Tamilnadu, were arrested by the police for the attack on journalists. This happened as a result of media coverage against the political party in Tamilnadu.

In the year 2015, Career Cast (a career guidance website) came out with a report rating of best and worst jobs in the world. In that report, newspaper reporters secured first place on the worst jobs list based on key criteria such as work environment, outlook, stress and physical demands.

These startling examples reflect the plight of Journalists as they aim to achieve fair, just and exact media coverage.

2. Objective

The objective of this study is to find out the factors affecting job satisfaction of journalists in India, with special reference to Tamilnadu and ascertain the problems faced by the journalists in print media.

3. Hypothesis of the study

Accordingly, following are the hypothesis to be tested for this study:

H1: There is a significant impact of organizational commitment on overall services offered by the management.

H2: There is a significant impact of gender inclusive culture on overall services offered by the management.

H3: There is a significant impact of work life balance on overall services offered by the management.

H4: There is a significant impact of external pressures on overall services offered by the management.

H5: There is a significant impact of overall services on organizational support

H6: There is a significant impact of organizational support on job satisfaction of journalists.

4. Justification of the research

India ranks among the top five newspaper production countries in the world. India became an important entertainment and information hub in the Asian subcontinent and attracting foreign investors by providing round the clock Indian news and has opened a sizeable market for media professionals. In the regional language, journalism remains a male preserve. Even today the Tamil press has the least number of women in journalism compared to the other languages in south. To encourage the journalists those who are in Tamilnadu to choose journalism as their career option, the author has selected Tamilnadu state as a geographical area. Tamilnadu state is the eleventh largest state in India by area and the seventh most populous state in India. This state was ranked 6th among the states in India according to the Human Development Index as of 2011. It is the second largest state economy in India as of 2012. In 2013, the Raghuram Rajan panel report stated that, Tamilnadu was ranked as the third most developed state in India based on a "Multidimensional Development Index". Tamilnadu is home for classical arts, classical music, classical literature, Hindu temples of Dravidian architecture, hill stations, beach resorts, multi-religious pilgrimage sites, and eight UNESCO World Heritage Sites.

5. Review of Literature

Sejal Parmar (2014) wrote about the problems faced by the journalists throughout the world. In the year 2012 an American freelance journalist was kidnapped in Syria; the killing of at least fifteen journalists and media workers in the Gaza Strip conflict; in United States, the arrest, detention and assault of reporters covering protests in Ferguson. Here further explained by using the report from Committee to Protect Journalists and a report from UNESCO. As per Committee to Protect Journalists (2014), 1072 journalists have been killed since 1992, out of which 621 with complete

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