

## 5.1 MAJOR FINDINGS

### 5.1.1 Socio Economic Profile of the Women Journalists:

There are different socio economic profiles within an economy in terms of the positions they occupy, engage in and their overall economic status for men and women. In the present study, the discussion of socio economic background of the respondents has become an integral part, this dimension is more relevant, it throws light not only on the social origin of the working women journalists and their socio economic status. The data is interpreted, explained and analysed in details in terms of various dimensions such as the age, caste, religion, educational level, marital status, and income type of family and no of family members.

Status of Kerala and Karnataka women journalist on studying the socio economic backgrounds based on quantitative analysis.

- It is found that majority of women in journalism in Karnataka belong to age group of below 30years, whereas in Kerala between the age group of 30years above there are more women journalists. While in the above 50 years in both the states is very less percentage. Age is the key variable in understanding of the socio-economic status of an individual. It is clear that media is attracting more youngsters and also as they grow older there is tendency to leave the job and take up freelancing.
- Relatively majority of the women journalists belong to the general merit category and other backward community from both the states. Even though women journalists are minority in the media, within these women from upper caste are predominant over the profession only handful belong to other castes. Thus, study reveals that social diversity among media is lacking.
- The statistics reveals the representation of the women journalists in the different religious group of both the states. The women journalists belongs to various communities such as Hindu, Muslim, Christian, Jain, Buddhists etc,

but the number of the Hindu women journalists in both the states has outnumber the rest, then followed by Christian and Muslims. In comparison Jain and Buddhists are very few in both the states. The minority's representation of women journalist in both the states is far below their actual percentage in population.

- Tracking on the education of women journalist of Karnataka and Kerala the study shows that large majority of respondent's i.e. more than 50% are Journalism graduates from both the states, followed less than 40% non journalism. More than 50% Karnataka women journalist are from the background of post graduate in non journalism, whereas in Kerala it is vice versa Post graduate in Journalism. Now a day's women are getting equal education along with men. Because of that women are able to compete with men in the field. Educational background of women is being raised and helped them to overcome the cultural obstacles and socio economic aspects.
- Women journalists associated with media organisations helps to analyse the responsibilities like family, Childcare, dual role of working and other domestic work. With the advent of many channels and newspaper organisation in media industry and also the financial need of the family more number of women journalist are entering the field. The data reveals that there are more married women in Kerala state, whereas in Karnataka majorities are youngsters it constituted unmarried are more number in the industry. In case of divorce case, Kerala has more number of women journalist respondents where Karnataka constitute only very few percentage. The unmarried and married women journalists in most cases secured to be very work oriented and taking up journalism as profession.
- Income is one of the main criteria to measure the economic condition of the family. The result shows that Karnataka women journalist economic condition far better than Kerala women journalist quite a number of respondents falls under the category of Rs.40, 000 and above and majority of them between Rs.10000 – 30,000/-. While in Kerala the majority falls under Rs.10, 000-30,

000/- category, there are very few paid between Rs.30,000 and 40000/- above. Karnataka women's journalists quite economically earning well compare to Kerala.

- Looking into the kind of media women journalist are working in both the states are in increasing in more number. Majority from Kerala are in print media. Whereas Karnataka it is in electronic media. Due to wide openings in news channels and need of too many hands especially TV anchors, women were given first preferences. So the entry of women journalist to electronic media is very easy.
- An attempt was been made to ascertain the type of the family of the women journalist of both the states. Family is the basic unit of socialisation in society. The result shows the diversity of family background of women journalist in both Karnataka and Kerala. It is observed that majority of them belong to Nuclear families and it is common in both states almost equal. Due to impact of modernization and industrialization people are moving to other places in search of job and education for children which is breaking the bridges of joint family. Impact of the family pattern has changed a lot. But that the traditional joint family is still prevalent in both the states because of our Indian cultures and values.
- The study regarding the type of appointment more than 45% from both the states said that they are been made and working on permanent basis. Interestingly quite a number of women journalists from Karnataka i.e., 35% are on contract basis and temporary. Where as in Kerala it is very less. Comparative study shows though there are many youngster are opting this job in Karnataka, but they do not have job security, Kerala media organisation assurance of the job for women journalist is welcoming and appreciating for the empowerment of women in this profession.

- Regarding are the women journalists respondent who is working now asked are they fresher in the present job, it shows majority from Karnataka are between the age group of 21 to 30 years. Kerala has quite a good number are working from many years and not fresher's.
- The socio- economic conditions of the women journalist in Karnataka and Kerala is almost go hand in hand, and there is no much difference between each other even though the socio cultural pattern is different.

### **5.1.2 Promotion:**

Promotions in particular, study reveals it is equally difficult for the both the states women journalists. Even today promotion as editor is not an easy job for women journalist who is working language media organisation but not the same situation in English and national media industry. The attitude of male, that women by nature are emotionally unbalanced and indecisive irrespective of their talent and capability But still the surveys shown that at critical problem for women journalist because of their capability and braveness they are showing in crime, politics and investigative journalism and also the sacrifices they are making at the family level working in night shift leave their children's.

- Facts shows that quite a number of women journalist in both the states are getting promotions in their organisations, Only 50% of women journalist from both the states said that they have got promotion and also said equal importance is given on par with male colleague.
- The scenario and environment has changed a lot due to the struggle of our earlier women journalists. Due to their effort and struggle we are enjoying the fruit now. The attitude of the male colleagues also have changed to certain extend and giving respect to gender equality concept. Whereas interestingly more than 30% and less than 40% from both the states do not want to reveal anything about it.

- When looked into reasons for not giving promotion quite a few Karnataka women journalist have boldly said that age factor, lack of qualification, internal politics lack of professional contracts, leave practical exposure, due to domestic compulsion and not agreeing to travel long distance because of these lack of criteria which is necessary for top level post especially in journalism field has an hindrance in there promotion. Whereas in Kerala women journalist have not said anything, may be they are worried about their reputation and scared of losing job.

### **5.1.3 Salary and Leave benefits:**

The attitude of male that it is “Masculine job” is considered main hindrance to the progress of women journalist in this profession. More women journalists are employed in media at low salaries are underpaid and most of the time works on undignified terms and conditions. Wages in industry vary hugely, depending upon the company, experiences and other factors.

- Majority of Kerala women journalists said they are not paid well on per the experience or ability. The discrimination of the salary payment is prevailing in most of media organisation in Kerala. While in Karnataka 23% said yes in local media organisation are paying less for women journalist compare to male journalist and majority said there is no such discrimination. The central government has set up a wage board for newspaper journalist to review wage structure. Television channels do not come under the ambit of wage board and the respective managements of TV networks implement the wages regardless of the government wage boards. The big newspaper as a mandatory policy implements wage boards. But many small newspaper organizations do not implemented wage board.
- Fifty percent of the women journalist of Karnataka said they paid according to their performance and ability, while in Kerala state respondents said they are not paid for their capability and effort. Women working in English language

are paid well in terms of salary and performance but in regional language it is not so.

- Majority of the women journalist of both the state do not want to say anything about the salary discrimination and salary for performance, they are worried about their job if revealed anything thought of losing it. But few of them from both states have said they are not paid for the performance and effort.

Regarding provident fund benefit both the states women journalist have confirmed they have been provided. This shows to some extent the media organisation in the two states one following the wage board rules, terms and conditions equally for its employees. Many of the benefits are mandated by law. But, obviously some organisation are not following labour laws. The provident fund is mandatory with both employee and employer expected to contribute equal amounts each month to the fund in order to create a long term corpus that can be need after retirement. Many organisations do not participate in this effort to create a safety for employees.

#### **5.1.4 Transportation and Accommodation:**

Accommodation decides safety of working women. Women who venture out of their native place in search job require a safe and convenient accommodation. Main difficulties faced by women journalist is lack of safety and conveniently located accommodation.

- When posed question about transportation provided to women journalist of Karnataka and Kerala. Majority of them said company is not providing any such facilities and many of them travel from native places. Regarding the transportation 80% of them from Kerala women journalist said they have been provided, even during night shift. Only few percentage of Karnataka said yes. Compare to both the states Kerala women journalist is more benefited than Karnataka.

### **5.1.5 Training:**

Especially for working in mass communication / media channel a formal training is a necessary to understand the policy and nature of job related to editing, producing and anchoring. Even though have a qualified degree, some practical training is necessary. Question was posed to women journalist whether training was given or not. Practical training for fresher's is needed when change from one company to another.

- Majority of Karnataka and Kerala women journalist have told they were not given any training, but were assigned directly on field and on production. They had struggled a lot to get the picture of the work assigned to them and dependent on others support from to learn the work. Female journalists usually do not receive equal opportunity to training and career advancement with their male counterpart.

### **5.1.6 Obstacles faced by Women Journalists:**

Women who today find themselves in professions like journalism that were male dominated field, facing many obstacles both physical and mental stress.

- Majority of them answered; mentally they were stressed in order to prove their competence and physical distressed by male colleagues and superior in all the aspects like promotion, Salary etc.
- To some extent majority of them said there is a lot of competition in order to deal with the assignment and compete with their male counterparts to prove the capability.
- 50% of them said due to lack of network and access to information, there are facing problem in proving themselves in reporting and collect the information to write the articles.
- The hierarchical influences also creating problems for women to reach the higher position, promotions are withheld and incentives are not paid.

- Majority of women journalists said that to some extent security reason is also has become major problem to prove and survive in the media industry in both Karnataka and Kerala.
- Many a time they have to extend their working hours to complete the assignment on time and sometimes when there is major breaking news sometimes they have continue work in the night shifts also.
- Compared to the men women have very complete and delicate bodies that want extra care. Male journalists can spend night anywhere and be up and go on work. But it is not the same with women journalists, when they are on monthly periods.
- Many of the respondents have said that to some extent there is no support from their colleagues and management in many aspects and assignments.

#### **5.1.7 Maternity Benefits:**

Working women who have put in not less than one year service in any organization or establishment in which she is for the time being employed shall be granted maternity leave on full wages on production of a medical certificate from an authorized medical practitioner for a period which may extend for three months from the date of its commencement or six weeks from the confinement which wee is earlier. Working journalists act also says so. Maternity leave shall be granted in case of miscarriage, including abortion, subject to the condition that the leave does not exceeds six weeks.

- The respondents were asked is management is providing them maternity leave if required, only few married women from both the states said they availed it. And few said they were been paid full salary on maternity leave.
- Majority of Karnataka women journalists said they are not paid on the maternity leave.



- Majority of 20% revealed that maternity period has affected their professional growth.
- Many of them revealed from both Karnataka and Kerala that they were made to quit the job and rejoin after the maternity period.

#### **5.1.8 Work Timings:**

Especially journalism profession expects and demands to meet the deadlines; they have to work on timelines. In competing with other media organisation and completion of the task in hand the media personnel are subjected to pressure of work in meeting the deadlines in the last leg of the work. Sometimes they are expected to work long hours especially when the breaking or importance news are there. According to working journalists Act 1955, this stipulates the 6 hours of work in the day hours and 5.30 hours in the night shifts. Contrary to this act the working journalists, work beyond the hours.

- In present study the women journalist of Kerala 100% of them work on no specific timings, they work in both day and shifts, where as only 50% of Karnataka respondent said they also do not have work timings they have to work on both the shifts. But 50% of women journalist of Karnataka women journalist said that they have been allotted day shift may be the work atmosphere in night shift in Karnataka is not safe. Management does not want to take any risk in their matter, wanted to be safe. Only few of the respondents from few media organisations from Karnataka said they work in night shift.

#### **5.1.9 Work Experience:**

- When looked into the work experience, very few of them have experience more than 10 years in Karnataka, where as in Kerala the majority of the respondents have more than 10 years of experience.
- When looked into the experience of below 5 years also, Karnataka has more number than Kerala.

- But between the experiences of 6-20 years Kerala has more number. Women journalists are making their path and space in journalism field by sticking on to job for long period without giving up though with lot of hindrance and obstacles in Kerala. Whereas in Karnataka the respondents declined as the years of experience goes up. After few years and struggle many women journalist of Karnataka are giving up this profession,

#### **5.1.10 Night shifts:**

Regarding the work in night shifts the respondents of Karnataka and Kerala reports both positivity and negatively. Working in night shift is risky and challenging job. But now days due to modernization and globalisation the trend has changed.

- The response of women journalist shows that many women journalist in Kerala are working on night and fifty percent of them from Karnataka also. Women have come a long way from the traditional clutches of the society and taken it as a challenge and working along with men in night shifts.
- Regarding the transportation facilities and security of transportation in the night shift. Kerala media organisation is better and taking care of their women employees, whereas in Karnataka many media organisation are not bothered about this issue.
- Family, worried about reputation because of working in night shift majority of them from both the states said no, but 20% of them said yes, still the notion that women should not work in night shift job is not gone in the mindset of many families.
- Women's job is 24 hours job taking care of family, children and also along with working for economic stability is one more added work. One side the domestic compulsion needs them. Handling both the task is quite challenging. In this if night shift is allotted, they have to come back from work and take

care of the family in the morning also. Obviously the night shift will have impact on their health. When posed the question to them many of them especially Karnataka women journalist 45% said yes and 20% Kerala women journalists said yes.

- Taking care of children while working in night shift, majority from Karnataka and few from Kerala said yes it is quite a great task and many have small kids to take care and majority do not want to reveal anything.
- Night shift is safe for women, majority of women journalist from both the states do not want to say anything about it either they do not want to scare the new women journalist wanted to enter the profession or scared of management.
- Is it night shift difficult and inconvenient, majority do not want to reveal anything and majority of them from Karnataka said yes compare to Kerala.
- Majority of the respondents from both the states that they cannot escape from night shift, it is part of job

#### **5.1.11 Motivation to join journalism:**

The important factor choosing a particular profession is that, it gives a sense of power and status. Women journalist chose journalism because of the power attached to their profession and recognition it receives in society. The profession is perceived as enabling journalists to exert a sense of power and authority within society.

- Forty percent of women journalist of both the states has joined this profession to contribute something significant to the society. While Kerala 70% women journalist they have joined to enjoy the privileges associated with journalism, but 40% of Karnataka women journalist said not for that reason.

- Forty percentages of respondents from the two states have said to uncover the wrong doings; fifty percentages have joined to enjoy the feeling of power and prestige the profession has from both the states.
- About 30% of to make a reformation in society. 80% of them said suited their ability, very few have said their father or relatives were there in the profession that made them to join. Very less percentage of them said due some circumstance and to avoid monotonous jobs they were doing.

#### **5.1.12 Reason for Changing Media Organisation:**

Work environment implicate the social relation at workplace and also maintenance of the relationship between colleague, supervisor and the organisation. Job satisfaction is always depends on the work environment It is very common in any field or job changing from one organisation to another's dependent on the work specialisation and also sometime when work environment is not comfort. There are almost 90% experienced women journalists are there in the field as per the survey conducted in both the states. They have shifted from one media organisation to another almost two or three organisation for better opportunity and work environment.

- When asked women journalist the reason for changing the organisation 80% of the Kerala women journalist have told for better promotion and pay. In Karnataka also 55% of them said the same.
- More than 30% of the women journalist from both the states made a point that we had changed organisation due to work environment and job security.
- In Kerala 25% said no proper facilities and also security.
- 41% said policy of the company changed which was not convincing for to continue the job and also change of management made to shift the job.

- In Karnataka many of the women journalist told salaries were not credited properly on time, they were made to work months together without salary.
- Few of Karnataka women journalists said they changed the job because of the harassment in the organization from the male colleague and superiors and also many of them revealed that organisation closed.

#### **5.1.13 Sexual Harassment:**

Sexual harassment in both the states remains common because of male chauvinistic attitude. The harassment of women faced not always directly sexual approach, but the kind of problems they encountered at work. For instance dumped with amount of work towards the end of their shifts, as they are delayed and on top of it not providing transportation and also withheld the promotion, increment, constantly staring openly, occupies the narrow aisle between desks or block the passage making suggestive remarks.

- When look into the status in Karnataka and Kerala majority of the women journalists do not want to comment or say anything about these issues. They do not want to get into any problem. It is difficult to make formal complaints in such instances and management asks for proof but it tough to prove such behaviour makes them uneasy and uncomfortable. Whereas few percentage of women journalist from both the states they have faced the problem and also said no use of complaining. Most of the victim either suffered silently or tried to resolve at individual level.
- Almost 30% of the women journalists from Karnataka said that they are not facing any sexual harassment. And also said that sexual harassment does not have any impact either on their self confidence or performance at work. But only 5% of them from Kerala said they do not have any type of harassment in the work place.

#### **5.1.14 Level of job satisfaction:**

An attempt made to study levels and the determinants of job satisfaction among women journalists between the two states. The most evident fact about level of job satisfaction, it varies in terms of the overall amount of satisfaction between the two states. Job satisfaction is an important area in any kind of job, occupation or professions. The term job satisfaction refers to the feelings and emotions of the employees towards their work, whether it is favourable or unfavourable and a various attitude possessed by an employee towards his job. There are number of factors like, work environment, working hours, salary, assignments allotted, promotion, benefits financial support, job security and at least especially women journalist the maternity benefits and childcare facilities.

- The data reveals the result regarding satisfaction in the present job situation of women journalists are working, fifty percent of women journalists from Karnataka and Kerala believed that this profession is suitable for women. They revealed that work atmosphere is more conducive in the organisations for women in terms alignment, health benefits and financial support. They are also taken up the assignment of politics, crime and investigation reports and showing the ability. Its no more a male job.
- Treat received from male colleague: Despite not much encouraging atmosphere in the media organisation, even now women journalist experiencing worst days from their male colleagues, only very few from both the states is happy. They are receiving positive experience from male colleagues, though guidance, helping to get reports, teaching them how report and encouraging them. But majority from both the states do want to say anything about them, may be scared they might get harassed. Male attitude in journalism is considered the factor hindering the progress of female in this profession. The tagline of masculine job is the main hindrance for women in this job. The basic problem ranges from recruiting women, getting promotion, leadership position at all level. Co-operation is one of the important especially in the work environment in ordered to smooth run of the administration and

any work. When the same kind of job is assigned to both female and male employees there is a need to analyse the gender discrimination inside the organisation.

- Many women journalists i.e., fifty percent from both the states responded that they were been recognized and motivated from the managers and superiors to continue in the job. They were been appreciated and hard news were assigned to show their ability in competing male world.
- Rewards and Bonus: The fifty percent of Kerala and Karnataka women journalists are unhappy with media organisations because they are not taking any special interest in furthering the career goals of the women employees liking giving them special incentives, etc, bonus etc. They do not consider the empowerment of women journalist and helping them to stay in the profession and also women are struggle between family and job, whereas for men it is not so.
- Financial support: To some extent quarter of the women journalist from Karnataka are quite satisfied with financial help they are getting for the special assignments and outstation assignment allotted to them. Whereas in Kerala it is opposite side they are not supported with any financial need and neglected, so that they can quit the job.
- Importance given for assignments stories majority Kerala women journalists said to some extent they were given comparatively Karnataka it is less.

#### **5.1.15 Health benefits:**

- The respondents of Karnataka and Kerala were asked whether they health benefits. Majority of Kerala women journalist told that they have been provided with health insurance, while in Karnataka only few women journalists have said yes. Interestingly Kerala women journalist is getting the sick leave, whereas majority of the Karnataka women journalist said they do want to say anything about this issue.
- When asked have they been given leave on major operation Kerala respondents revealed that no such leaves were given either there are made to quit the job or go on leave without pay. But 50% of Karnataka respondents said they were given same concession on this issue.
- Regarding free medical checkups both the Karnataka and Kerala women journalist said yes to some extent they were provided. Majority of the respondents from both the states revealed that when they go on sick leave or operation leave, their promotion and professional growth is affected.

#### **5.1.16 Family support:**

A working woman's takes responsibility at two side family and job. Women journalist is facing problems at both the level. She has to take care of family and her marital responsibilities. She has look after her children.

- The study tried to investigate is family are happy for choosing journalism profession by women journalist of both Karnataka and Kerala. Majority of from both the state revealed that their families are extremely supportive and encouraging.
- To some extent the respondents from both the states said that they were able to manage the profession and family. Job is not affecting their family life.



- The study also tried to investigate that how much a journalism job creates problem in the getting married. Majority of Kerala women respondent said men does not come forward to marry the women journalists, having a kind of notion that job is not for reputed and cultured ladies, in Karnataka only 20% of them said so.
- Majority of them revealed the fact that the profession is affecting in bringing up children. Women journalists are not able to give available time for their children because the nature of job is so that 24/7 it requires the effort. Many of them from both the states want some fixed time for especially women journalists.

#### **5.1.17 Basic facilities**

The work place facilities are to be generally should be available in all the organisation is like toilet, washroom for women and men, restroom for women and crèches. Except few mainstream media houses, most of the offices do not provide separate washroom and restroom facilities to their employees irrespective of gender. Most of the media organisations lack hygienic toilet facilities for women employees. The media organisation's work culture should be more and more women friendly, which ensures that women employees remain in field for longer period.

- Organisation should provide restroom facilities and childcare facilities, where in women employees can handle both work and children. They should be treated on par with male colleagues.
- The data result shows that only 50% of Karnataka women journalist respondents revealed that there is restroom and washroom facilities, where only some big media organisations are providing not all organization, where in majority of them said they have restroom and washroom facilities . All there small media organisation are making women employee to adjust with single toilet facility for both men and women.

- The data also reveals the sad point that for women's who are on maternity period that there are no child care facilities in both Karnataka and Kerala.
- Recreation club also majority from both the state said no such option in the offices.

#### **5.1.18 Grievance Cell**

As per the government rules there should be grievance cell which has more than 10 women employees in the organisation. But majority of the organisation are not following. The government should look into these issues. The rules says that to set up a grievance redressed instruments that commands all organisations, whether working in the general population or private part, to set up complaints committee inside the association to investigate such offences.

- Regarding the grievance cell for women's, Kerala has responses of at least 50% where as in Karnataka the result shows only 30%.

#### **5.1.19 Union membership**

The result reveals that very less percentage of women have involved as member in union activities. The ineffectiveness and negative perception of management on these union activities is the reason for the low level of union membership.

#### **5.1.20 Designation held by Women Journalists**

Media in both the states is growing rapidly and women journalists are increasing in number, playing major role in making place in field.

- When it comes to the designation held by women journalists in Karnataka most of the women journalist are doing desk job like copy editor, news editor, Anchor and sub editor. But in Kerala most of the have been in the position of sub editor and senior editorial staff.

- Many of them have held senior correspondent post. Compare to Karnataka, Kerala women journalists have been given better position and designation in the media organisation.
- While in reporting there are very few in both the states. Still women are not been giving field work more, thinking that they are not capable of handling that. But women journalists are time and again proving their capability example Prabha Dutt, Barkha Dutt, Vijayalakshmi Sibarur, Maya Sharma and many in the list.
- At least few women journalist are taking it up as a challenge and working as reporter, they are confidentially and boldly taking up the adventure of investigative journalism along with men proving themselves.

#### **5.1.21 Leadership**

Traditionally women were not given equal opportunities in the work place, education, promotion and networking. Inspite of all these hurdles more and more women are participating and proving their ability in the workplace. Many women have acquired top level posts in many sectors. The glaze ceiling” which in need to depict a smaller than expected proportion of females attaining leadership positions at the highest levels in organisations (Hogue and lord 2007, P371)

- Many surreys revealed that women journalists are underrepresented when it comes to leadership role.
- The study has found that 50 percent of women journalists from both the states revealed that quite often they were given the decision making opportunity. The environment of the media organisation has changed showing that it’s no more a male job.
- But interestingly 25% of the Kerala women journalist said never they were assigned or given leadership role.

- When posed the reasons is it internal politics, age factor lack of qualification, field and practical experience knowledge or due to domestic compulsion. Majority of them do want to reveal anything about the facts behind it.

#### **5.1.22 Assignments**

The assignment of stories is always fluctuating. It became apparent that effort is put into gender balance not only when it comes to the representation of journalists, but also the assignment of beats.

- The study tries to reveal the type of assignment allotted whether soft or hard news, and the treatment of assignment collected by women journalist. The result shows quite sometimes they were given chances to report the head news in Karnataka and rarely in Kerala.
- In Kerala and Karnataka often women journalist were made to work all at desk editing copies than reporting.
- Regarding pressurized with assignment, fifty percent said sometimes in both the states
- And Fifty percent of them said they are pressurized with too many assignments.
- Regarding killing of the stories, poorly displaying assignment, complicated story assignment, majority from both the states never they were been treated with these type of issues.

It's really very welcoming, encouraging to women journalist enters in the field. The scenario of the media organisation has changed a lot compare to the earlier days.

## 5.2 CONCLUSION

This chapter provides the summary of the research conducted on status of women journalists of Karnataka and Kerala. The study tries to focus on the struggle and also encouragement they are getting in male dominated field. As already mentioned in statement of problem the socio culture diversity prevailing in both Karnataka and Kerala, the patriarchal and matriarchal system, the study was conducted to find out in which state women journalists have been treated on par with male colleague. But still in both the states the treat of women does not differ much, they are treated as only to stay at home and look after the household things.

The study concludes that women journalists in both Karnataka and Kerala states were sidelined and given importance in many aspects. The research results indicate the problems they had faced in their career. It was observed from the research that women journalists in both the states find it difficult to reach and make place in the media industry. The other major problems seem to be that women are not given maternity leaves. They always have to struggle between family and work. The time is changing still women journalists have to fight and struggle a lot to make place.

Women journalists have work harder to balance their work and the responsibilities at home. Always women are often given the work which is beneath their capabilities. The provision of basic facilities, salary, and promotion is still a issue in both Karnataka and Kerala. While the condition of women journalists is improving, there are some serious problems that need to be solved like the maternity leave, financial support, assignment, position, leadership, promotion and harassment.

The situation is changing, women, except for a few exceptions, even though there are opportunities, barrier exists to prevent women form make it routinely to the high echelons of media organisations. The practicality of night drops, accommodation and rest room has to be looked into by management, to help create a conducive atmosphere; these are barriers to facilitation women career's advancement in both Karnataka and Kerala.

The role of women journalists in union is being severely underrepresented. The women journalists do not feel free and comfortable to discuss incidents of sexual harassment; this shows the patriarchal environment which holding women journalists in both the states. There is also lack of functional body at all media organization to deal with the harassment, only very few organizations have cells.

### **5.3 RECOMMENDATIONS**

1. In both the states union and management should active steps to increase women's union representation. Union should make structures more women friendly and commit to the promotion of gender equality. Union also should include and implement gender equality and sexual harassment policies based on already in place and operating in the region.
2. There must be strict policy of "Zero Tolerance for sexual harassment at the workplace and effective complaint mechanism put in place in every company.
3. Harassment – free working healthy environment should be provided to women.
4. Maternity benefits should be increased and make mandatory that they should be made to quit the job.
5. Media houses should rework with work schedule to accommodate working mothers.
6. Basic facilities like washroom, restroom and child care facilities should be provided.
7. Flexible work time should be provided especially women who are on maternity leave.
8. Appraisals, salary promotions and increment should be given equally importance for both men and women depend on performance.
9. People training should be given to women journalist when they enter into the profession.
10. Gender equality should be followed while employing.
11. Financial support should be given equally for both men and women on special assignment allotted.

12. Transportation and proper security should be in taken especially in night shift.

13. Job security should be ensured for women journalists as are appointed on contract and temporary basis.