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## **CHAPTER-VII**

### **FINDINGS, SUGGESTIONS AND CONCLUSIONS**

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This chapter provides an epilogue, for the findings and suggestions. The study focuses on how women took up education as a tool for bringing change in the society and raising their position in the society. The study looked mainly on the changing aspects of women journalists, the challenges encountered by them to gain the equal par with men. It also helps in knowing the working condition and the job satisfaction. The empirical findings obtained from the field work and available secondary sources were used to find out the actual scenario of the status of women journalists at global and national level, especially concentrating on the changing status.

#### **7.1 FINDINGS OF THE STUDY:**

In the study the data analysis has been explained in the two chapters such as chapter 5 and 6. The following shows the findings of the study.

#### **SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS:**

The socio-economic profile is one of the most important steps to be analysed in social science research, for better understanding of the living conditions and social life of the respondents.

- In the study three-fourth of the respondents belonged to print media (74.4 per cent) and 25.6 per cent to electronic media (television), print media includes both Kannada and English language newspapers and magazines of Bangalore city. The electronic media includes Television Channels of Kannada and English news channels.

- In the study 56.8 per cent of women journalists were in the age group of 20-29 years , 30 per cent belong to 30-39 years, 11.6 per cent were in the age group of 40-49 and 1.6 per cent were in the age group of 50-59. It is clear from the above graph that media is attracting more and more youngsters in both print and especially in electronic media. As the age increases the numbers of women journalists working in electronic media are kept away from the opportunities to work. The electronic media has paved way for the youths rather than the aged. But it is not so in the print media. It is witnessed in the study that women aged above 50 are also still working in the print media.
- In the study majority of the respondents 81.4 per cent are from Hindu religion. 12 per cent Christians, 12 per cent, 3.2 per cent Muslims, 3.2 per cent Jains. The study reflects the representation of women journalists in different religious groups. The religious diversity in the media vis-à-vis women journalists is lacking considering that the minorities representation is far below their actual percentage in population. It also indicates that the women of different religions have different levels of courage in entering into the male dominating occupations.
- In the study 8.4 per cent of the respondents belong to the SC category. 5.6 per cent ST category, 29.2 per cent OBC category and 50.4 per cent represents GM category. But 6.4 per cent of the respondents didn't reveal their caste identity. Even though women journalists are in a minority in the media, within these women the upper castes women are predominant over the profession where they constitute more than 50 per cent. Those in the lower end of social hierarchy like SCs and STs are minimal. Other Backward caste accounts nearly 30 per cent and comprise just about one-fourth of the women journalists.

Thus, the study shows that social diversity among media is conspicuously lacking.

- The study reveals that majority of women journalists mother tongue is Kannada, they represents 47.6 per cent. 16 per cent Malayalam, Tamil (8.4%), Hindi (5.6%), Tulu (4.4%), Konkani (4.0%), Marathi (3.6%), Telugu (2.8%), Bengali (2.4%), Kodava (2.4%), and Punjabi (1.6%), Gujarati (0.8%) and lastly Urdu (0.4%). This study shows that majority of them are Kannada speaking respondents. And the profession has paved way for other linguistic groups also.
- In the study regarding the native place majority 76 per cent are from Karnataka which includes Bangalore, Belgaum, Belthangadi, Chamrajnagar, Dharwad, Hassan, Karkala, Kodagu, Kolar, Kudremukh, Kundapura, Mandya, Mangalore, Mysore, Puttur, Shimoga, Sirsi, Somanathanahalli, Teerthahalli, Tiptur, Tumkur, Udupi, Uttar Kannada and Vijayapura. The respondents were also from different states of India which included . Ahmedabad, Delhi, Gujarat, Hyderabad, Kerala, Kolkota, Punjab, Rajasthan and Tamil Nadu. This shows that the capital city Bangalore has attracted more and more educated women to build their capacities and prove themselves in the male dominated professions.
- Regarding the educational qualification majority (50%) of the respondents has obtained Post Graduation, (33.6%) are graduates and 12 per cent have undergone PG. Diploma in various fields of mass media. The study also reveals that Media-wise both the print media and electronic media is dominated by post-graduates constituting 50 per cent of the total respondents. Specifically more than half of the respondents (58.6 per cent) are specialised in various journalism courses.

- In the study 18.4 per cent of them are working as Sub-Editor, 14 per cent are Reporters, 10.4 per cent are Reporter/Sub-Editor, 6.8 per cent are Chief Sub-Editor, 6.4 per cent are Senior Copy Editor, 5.2 are Senior Sub-Editor and 4.8 per cent are Copy Editor. Next followed by Trainee Journalists 4 per cent, Assistant Editor 3.6 per cent, News Anchor 3.2 per cent, Principal Correspondent 3.2 per cent, Columnist and News Correspondent are 2.4 per cent each. News Editor, Special Correspondent, Trainee Associate are 2 per cent each. Associate Producer 1.6 per cent and Producer, Programme Associate are 1.2 per cent each. Assistant Producer, Bulletin Editor, Bulletin Producer are 0.8 per cent each. Thus, it is seen that an overwhelming number of women journalists are in desk-oriented / female oriented fields like sub-editing, anchoring, news readers and so on. As the status of women journalists has changed she is working in field as a reporter. At least few women are taking it up as a challenge and working as the reporters both in day and night shifts also. This shows that in the beginning of the profession women were only confined or restricted to the desk work and reporting on the '*soft news*'. But today women are boldly taking up new adventures along with men and proving themselves as a notable reporters in covering '*hard news*' which was only meant for men in the beginning of the profession.
- In the study 50.8 per cent were unmarried, 46.4 married, 2 per cent divorced and 0.8 per cent were widow. This shows that more and more number of youngsters are joining the profession.
- In the study a large majority of the respondents 80 per cent are living in nuclear families and only 20 per cent belong to the joint families. In the pre- society people were living in joint family together. This

shows that due to the impact of modernization in the society the familial pattern has changed a lot. In the study 29.2 per cent had one child, 14.8 per cent have two children and 0.8 per cent has more than two children. 4.4 per cent though they have married they did not had children due to various reasons. Some of them were just married; some were delayed to get children. The study shows that majority of women journalists had a single child.

- In the study regarding the age group of the respondent's spouse 30.2 per cent are in the age group of 36-40 years. 28.4 per cent are 31-35 age groups, 15.5 per cent are at the age group of 41-45 years, 14.7 per cent belong to the age group of 46-50, 4.3 per cent belong to 25-30 years and lastly 6.8 per cent belong to the age group between 51-60 years. The Educational level of the spouse was . 57.8 per cent post-graduates and 37.9 per cent graduates. 2.6 per cent have done diploma courses and 1.7 per cent has PUC qualification.
- Regarding the professional background majority of the respondents have undergone specialization and internship training (56.8). The study highlighted that (61.6%) of the respondents joined the profession at the age group of 21-25. And 28 per cent of the respondents are in the joined at the age group of 26-30. This shows that the entry for this job is a recent phenomenon.
- In the study 35. 2 per cent of the respondents family member were related to media and 46.8 per cent of friends were related to this field. This shows that the family members and friends are also supporting women to join this male dominated profession.
- Regarding the age of joining to the profession majority of the respondents (61.6%) were at the age group of 21-25, 28 per cent joined between the age of 26-30. After 30 years the number is very

less which constitutes 1.2 per cent and only 9.2 per cent have joined at the age below 20 years. This shows that the entry for this job is a recent phenomenon.

- In the study regarding the reasons for opting journalism as a profession nearly 70 per cent of the respondents said the reason as Love towards creative writing and to promote analytical thinking. 59.6 per cent reported that Public service was the reason. 51.2 per cent have said Opportunity to meet and interact with persons of calibre was the reason. Regarding the salary majority of the respondents (28.8%) earn between 10,000 to 15,000 per month.

#### **WORKING CONDITIONS AND JOB SATISFACTION OF THE RESPONDENTS:**

- In the study 60 per cent of the respondents were from Kannada language Newspaper and TV and 40 per cent from English language Newspapers and TV.
- In the study regarding the type of appointment 40.8 per cent of the respondents have been appointed on contract base, 37.2 per cent of the respondents on temporary base and only 22 per cent of the respondents are appointed permanently. This shows that though more women are found in media they have no job security.
- Regarding the work timings majority of the respondents (36%) work in Day Shift, (27.6%) in both day and night shift, (24.4%) said there is no specific time for this profession and (12%) of the respondents work in only night shift.
- Regarding the duration of service an overwhelming majority of the respondents (43.2%) had experience ranging from 1-5 years, (21.2%) have experience of 6-10 years. Interestingly (4.8%) had more than

21 years of experience. The study reveals that more and more young generation women are working in the media organization.

- In the study the respondents were said to rank out the qualities for joining the job. According to the study (33.6%) said the 1<sup>st</sup> quality as Commitment to social concern, Sense of justice (32.8%), (24 %) Bravery, Sense of Fair-play, are important. The study reveals that instead of good looking or pleasing personality the commitment to social concern and social justice is the major quality which is required for a journalists and with sense fair-play they can do justice to the job they have joined.
- The attitude of the respondents towards work is enthusiastic (52.4%) and positive (42.4%).
- In the study majority of the respondents did not agree that *Journalism is still a male bastion. Journalism is a glamorous profession*, more than half of the respondents (50.8%) disagree for this statement. Regarding the statement *Female journalists cover only 'soft news' and male journalists cover only 'hard news'*, nearly 70 per cent disagree to this statement and lastly regarding the statement *Journalism as a profession has wide scope and benefits*, 75.6 per cent of the respondents agree to this.
- The opinion of the respondents on the thorny path of the profession 68.8 per cent of the respondents have undergone some problems in the profession.
- Regarding the negative bias and the problems faced by women journalists in the profession 88 per cent of the respondents reported time constraints as the major negative bias, followed by regular dilemma of dual role: domestic v/s profession (86 %). Thus, the women journalists are enthusiastic and taken up the profession as

challenge and they are working but some of them find difficulty in managing the time and undergoing conflicts at home especially married women are finding difficult in giving due attention to their family and children as well as profession.

- In the study the obstacles faced by the respondents in the field work were identified. They said that 25 per cent of them had said that they have faced both physical and mental stress. 19.4 per cent said they have faced obstacles due to long working hours and pressure to break news, 16.1 per cent due to lack of security, 11.3 per cent due to hierarchical influences or forces, 8.9 per cent face obstacles due to competition and risk situation, 8.1 per cent face from colleagues, 5.6 from language and communication problem, 4 per cent from lack of network and access to information, and 1.6 per cent face problem while visiting remote villages.
- The study reveals that sometimes they are offered with presents rather than money. The opinion of women journalists on access to material privileges or sometimes they are like freebies 62.4 per cent opined sometimes, 16.4 per cent said never and 9.2 per cent said they don't know. The study reveals that sometimes they have to be like freebies to go to the place and gather information in such a situation they access to material privileges.
- In the study the opinion of the respondents on the incentives or benefits provided by their organization 88.8 per cent of the respondents said they are provided incentives, This shows that majority of them are of the opinion that they are benefited by one or the other type of incentives. lastly none of the respondents said they *don't have creche facility* to take care of the children in the



organization they work. The study shows that media organization provides certain incentives for the benefit of women journalists.

- The opinion of the respondents on the leave provided to them by their organization. The respondents reported that as the profession requires 24/7 hours of work, availing leave in this profession is not a easy task. Based on certain formalities the respondents can avail leave.
- In the study 76.8 per cent of the respondents said that their organization provides maternity leave, 8.4 per cent said as 'No', and 14.8 per cent said that they are not aware of it. This shows that the media organizations are providing maternity leave to the respondents on the basis of certain alternatives.
- Regarding the work environment of the respondents 36 per cent of the respondents reported that the work place environment is "*to a great extent encouraging*", while 46.8 per cent of them felt the work place environment is "*to some extent encouraging*", whereas, 17.2 per cent reported that it is "*not at all encouraging*".
- In the study it is found that 68 per cent of the respondents reported that there is no problem from male colleagues, they treat women journalists in a good manner. 24 per cent of them reported that male colleagues create problem to women journalists and treat them as subordinates to them and inferior to them. The study reveals that majority of the respondents had good opinion about their male colleagues. They reported that their male colleagues are very good; they treat women journalists as they treat men, and they are kind and understanding.
- The study shows that majority 72 per cent of the respondents are of the opinion that their female colleagues and superiors do not create

problem. The study shows that the work environment with their female colleagues and superiors is good. Majority of the respondents have given positive response about their colleagues and superiors.

- Regarding working in the night shifts the respondents reported both positively and negatively . Working in night shifts is a challenging and risky task. Majority of the respondents taken it as a challenge and working along with men in night shifts. This shows that women journalists have come a long way from the traditional clutches of the society.
- The opinion of the respondents regarding the organization ensuring safety in risk situation 64.8 per cent of them respondents reported that their organization ensures safety in risk situation.
- In the study the respondents opinion on the promotions during their service only 18.8 per cent of the respondents have obtained promotions during their service and 81.2 per cent of the respondents did not obtained promotions. The study shows that the promotions in this field is not so easy.
- Regarding the level of job satisfaction in the study more than half of the respondents (63%) are satisfied with the job, 19 per cent are extremely satisfied. While 6 per cent of the respondents are extremely dissatisfied, 4 per cent are dissatisfied and 8 per cent of the respondents reported that they are neither satisfied nor dissatisfied. The study reveals that majority of the respondents are satisfied with their work as journalists.
- Respondents have shown interest to choose the same field. The study reveals that though a negligible number of respondents reported negatively majority of them are interested to continue in the same job.

- In the study more than three fourth (85.2%) of the respondents reported that due to education and employment women have better status. Further 88.4 per cent of the respondents reported that their employment has raised their status in the family and society. 53.2 per cent of the respondents reported that they feel always superior on account of their occupational position and economic independence.
- In the study three fourth of the respondents have reported that they do not fail in doing domestic work along with their professional work. They are able to manage both family and office work together. 13.2 per cent of the respondents reported that they have undergone failure in performing domestic role. This shows that women have taken both domestic responsibilities and professional responsibilities as challenging one and performing dual role to reach her goal.
- Regarding the opinion on stress and strain 63.6 per cent of the respondents reported that they undergo stress and strain regularly. The study shows that as the work of the journalists is round the clock which requires 24/7 hours of works, women playing a dual role at home and work place she undergoes stress and strain.
- In the study it is highlighted that 73.2 per cent of the respondents are not the members of any unions/associations. Only 26.8 per cent of the respondents had union/association membership. This shows that majority of the women journalists were not members of media unions/associations.
- In the study 15.2 per cent of the respondents reported that they supervise other employees, 22 per cent of them reported that only sometimes they supervise other employees, and lastly 62.8 per cent of the respondents do not supervise other employees. This shows that though women have entered this male dominated profession she has

not given complete freedom to take decisions on certain issues. Most of the time she is supervised by the men.

- In the study regarding the awards received by the respondents 5 per cent of them said that they have received awards, 87 per cent did not get and 8 per cent of them are not aware of it. The type of award received by the respondents are Best performance award, Best performance working journalists award, Karnataka Media Academy award, UNICEF – Ladle media award for sensitivity. This shows that even women have reached the excellence of getting the awards.

## **7.2 SUGGESTIONS:**

- Equal employment policy should come into existence.
- Systemic and structural adjustments in work schedules should be created.
- Healthy environment should be created for women to come out with their excellence.
- The equal employment policies and programmes should come into existence.
- The organization should be humane enough to reassign an employee on medical ground especially with regard to the maternity leave.
- The maternity leaves should be extended for at least few months.
- Though there are several national, regional and global organizations majority of them are not aware of it. So the awareness towards the organization that works for the welfare of women journalists should be created and women should be the active participants of the organizations.

- The number of women in key decision making positions should be increased.
- Women journalists should be encouraged to discuss their particular needs for support and protection with their colleagues-male and female-and ensure that these are met.
- Crèche facility should be provided for the children of women journalists.
- Proper security and training should be provided to claim the ladder of success.
- Support from both home and office should be provided.
- Arrangements should be made for the establishment of organization that work for the well-being of women journalists.
- Women should be given proper education; training and a congenial working atmosphere are key prerequisites to increasing participation in journalism.
- There is a need for women journalists association even at the state level. Women journalists should be active and enroll their names in the organization.
- Colleagues and managers should be aware of the unnecessary pressure women can experience to prove that they are capable of doing the job.
- Safety should be ensured for women journalists especially while working in night shifts.
- Job security should be ensured for women journalists as are appointed on contract and temporary basis.
- Promotions are very rare in the profession. It should be considered and attempts should be made to channelize it.

## CONCLUSION

Media in Bangalore are today on the threshold of huge and sweeping changes which had radically redefined the ways in which information is produced, conveyed and accessed. The advent of new technology, media convergence, globalization, and the increasing business compulsions within the media mean that information is controlled and processed in new and different ways.

Journalism as a profession has changed in many ways over the years where women are concerned but in many other ways it has not changed. Centuries of patriarchy and feudalism has resulted in unequal treatment for women at all levels and from all walks of life. Studies have established that despite the restoration of democracy, women are being treated as “Second-class citizens” solely on the basis of their gender. Women have presented them in all spheres of male-dominated profession as in the case journalism is also true. More and more number of women journalists are seen than ever before. Though the number of women in the media is steadily increasing, which is the indicator of changing status still it continues to remain as male dominated field. No doubt women are seen in more number. But women’s views are often ignored because the decision making responsibility is still in the hands of men. Though women are well represented in the media their voices are largely unheard. They are pretending by raising their voice as safe. They are pretending A number of women on the issue of night duties are ambivalent because of anxieties about safety, domestic responsibilities and social disapproval. Many of them seem to feel that they are damned if they do work at night and damned if they do not. As the profession is 24/7, it is pressurised and creating stress and strain and other problems for

women. One of the toughest challenge that women encountered in the profession is taking care of the children and arrangements towards that. Though women have already made an impact in the profession with many excelling in the conventional high-prestige areas of journalism and many more are expanding the boundaries of the field in terms of the scope, approach, breadth and depth of coverage. The profession has changed in many ways over the years where women are concerned but in many other ways it has not changed. Very less women are finding in the managerial position. They are still treated as subordinates in decision making. Though more number of women have 'arrived' in the media, there still inequality and discrimination persists on the surface. Now a few young women, have emerged, ready to take up the challenge. If efforts were made to enhance the professional capacity of women, it would make all the more difference. It will take time to achieve equal representation of women in all fields; journalism is just another sector to employ an equal number of women. For now, it is a matter of satisfaction that things are moving in a positive direction. Finally women are not only arrived but are clearly determined to stay in journalism despite all their trials and tribulations.