



MANGALORE UNIVERSITY

**Thesis submitted for the Award of the Degree of
Doctor of Philosophy
on**

**WOMEN JOURNALISTS IN INDIAN MEDIA: A
CASE STUDY OF BENGALURU**

Submitted by

SMT. VAISHALI H.B

Research Scholar

Under the Guidance of

DR. G.P. SHIVRAM

Professor

Department Of Mass Communication and Journalism

Mangalore University

Mangalagangothri - 574199

Karnataka, India

May-2016



Mangalore University

Prof. Dr. G.P Shivram

Department of Mass

Communication and Journalism

Mangalore University, DK

Karnataka, India

CERTIFICATE

This is certify that the thesis on “**WOMEN JOURNALISTS IN INDIAN MEDIA: A CASE STUDY OF BENGALURU**” is a record of original research work submitted by Smt. Vaishali H.B in the Deparment of Mass Communication and Journalism, Mangalore University as a part-time research scholar during the period 2008-2016 under my guidance and supervision for the award of the degree of **Doctor of Philosophy in Mass Communication and Journalism**. This thesis submitted herein has not formed the basis for the award of any degree, diploma or any other similar title of any university or institution.

Date:

(Prof.Dr.G.P Shivram)

Place:



Declaration

I Smt. Vaishali H.B do, hereby declare that the thesis on “**WOMEN JOURNALISTS IN INDIAN MEDIA: A CASE STUDY OF BENGALURU**” is a completely original work and carried out by me under the guidance and supervision of **Prof. Dr. G.P Shivram**, Department of Mass Communication and Journalism, Mangalore University, Karnataka. Further, I declare that the present thesis submitted herein has not formed the basis for the award of any degree, diploma or any other similar title of any university or institution.

(Smt. Vaishali. H.B)

Research Scholar (Part-Time)

Department of Mass

Communication and Journalism

Mangalore University, DK

Karnataka, India

Date:

Place:

ACKNOWLEDGEMENTS

It is privilege on my part to thank all those who have directly or indirectly helped me in completing the thesis. First and foremost I wish to express sincere, heartfelt thanks to my research guide **Prof. Dr.G.P Shivram**, department of Mass Communication and Journalism, Mangalore University for suggesting the topic and his valuable guidance. I am highly indebted to his encouragement, stimulating discussions and enlighten insights during the study. Without his inspiring guidance, the study would not have been completed.

I am highly obliged to **Prof. Waheeda Sultana**, Chairman and Head of the Department of Mass Communication and Journalism, Mangalore University, for her co-operations whenever I approached her.

I express my special thanks to **Dr.Aruna Rao**, Department of Statistics, Mangalore University for his help and assistance in statistical analysis of the data. I thank **Rtd.Prof. Surendra Rao**, Department of History, Mangalore University for his valuable suggestions.

My thanks to **Smt. Dr.Poornima**, Assistant Editor (Prajavani), **Smt. Manjula**, Associate Editor, Columnist (Prajavani), **Ammu Joseph**, Independent Journalist,Author from Bengaluru, **Smt. Dr.T.C. Poornima**, Assistant Director for Directorate Field Publicity Mysore (DFP) and **Smt. D. Yashoda**, Freelance Journalist,Co-Ordinator of Bharateeya Vidhya Bhavan, Bengaluru for their needful help in data collection.

I acknowledge respondents and friends from different media organizations in Bengaluru, helped me in filling questionnaire and for providing necessary documents. I wish to express my sincere thanks to veteran journalists, media persons from different media organizations in Bengaluru for their needful information during interview and data collection.

My Special thanks to **Smt. Srinidhi**, research scholar, Kuvempu University, office clerks **Sowmya** and **Shweta**, Mangalore University for their help in thesis work. Finally I record my deep indebtedness to my parents, family members and beloved daughter **Vipanchi.V** who has given me encouragement and moral support to complete this work.

(**Smt. Vaishali.H.B**)

CHAPTERIZATION

Chapter- I

Introduction

Chapter- II

Women Journalists

Leading Women Journalists in India

A Short Profile of Leading Women Journalists of Karnataka

Chapter –III

Review of Literature

Chapter- IV

Research Methodology

Chapter- V

Quantitative Data Analysis

Chapter- VI

Qualitative Data Analysis

Chapter-VII

Conclusion

WOMEN JOURNALISTS IN INDIAN MEDIA: A CASE STUDY OF BENGALURU

Sl. No.	Title	Page No.
----------------	--------------	-----------------

CHAPTER: I INTRODUCTION

1.1	Meaning of Journalism	
1.2	Role of Journalists	
1.3	Media in India	
1.3.1	Newspapers	
1.3.2	Radio Broadcasting in India	
1.3.3	Television in India	
1.3.4	Online Journalism in India	
1.4	Media in Karnataka	
1.4.1	Newspapers	
1.4.2	Radio Stations	
1.4.3	Television channels	
1.5	Women in India	
1.6	Status of Women Journalists in Global Scenario	
1.7	Status of Women Journalists in Indian Scenario	

CHAPTER: II WOMEN JOURNALISTS

2.1	Leading Women Journalists of India	
2.2	Women Journalists of Karnataka in Print Media	
2.3	Women Journalists in Broadcasting	

- 2.4 Women Journalists in Kannada Television Channels
- 2.5 A Short Profile of Leading Women Journalists of Karnataka

CHAPTER: III REVIEW OF LITERATURE

- 3.1 International Studies
- 3.2 Indian Studies

CHAPTER- IV RESEARCH METHODOLOGY

- 4.1 Significance of the Study
- 4.2 Media in Bengaluru
- 4.3 Objectives of the Study
- 4.4 Research Design
- 4.5 Survey Method
- 4.6 Tools for Data Collection
- 4.7 In-depth Interview Method
- 4.8 Demographic Profile of the Respondents
- 4.9 Data Analysis and Statistical Tools Used

CHAPTER: V QUANTITATIVE DATA ANALYSIS

- 5.1 Quantitative Data Analysis
- 5.2 Summary of Major Findings

CHAPTER: VI QUALITATIVE DATA ANALYSIS

6.1 Qualitative Data Analysis

6.2 Summary of Major Findings

6.3 Scope for Further Study

CHAPTER: VII CONCLUSION

7.1 Suggestions and Recommendation

APPENDICES

Questionnaire

Interview Schedule

List of Interviewees

Bibliography

Websites

Chapter - I

Women journalists in Indian Media: A Case Study of Bengaluru

1. Introduction

Journalism plays a significant role in our society. It is one of the most important tools in shaping ideas. “As a profession it is an adventure; it is dynamic, which is full of fresh experience and unexpected developments. Now it has become a noble, prestigious and glamorous profession all over the world” (Desai, A. 2003:2). Journalism is a tool of communicating news and information through writing in newspapers, magazines and periodicals and broadcasting through radio and television. It also plays a major role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self-image of society. “Journalism is a weapon, a power, a business, an art, but before all these it is a public service” (Ibid).

“Journalism is both a mission and a duty. Its basis is freedom of thought and the freedom of expression. Conceived as a mission, journalism demands independence and gravity of thoughts, and regarded as a profession, it demands excellence of style” (Bhatnagar, V.1996: 28). Journalism requires an open but critical mind. According to C.P Scott, Editor of *The Manchester Guardian*, “Facts are sacred and comments are free” (Chakravarthy, J. 2002:1).

Journalism is markedly different from other established professions like law, medicine, engineering, management or teaching. Journalists require some specialized educational qualifications. But journalism does not need any such requirement, “It is an open profession. It has no distinct body of knowledge that defines the profession and marks its relationships with its clients or other professions. It may be argued that journalism is a way of knowing different from that produced in social science or that it has its own specific approach to reality” (Kumar, K.J, 2002: 43).

“The media can be tools of cultural enrichment, national cohesion and advancement and understanding and peace among people through a ‘true and more perfect knowledge of each other’s lives’ or they can become the ‘new opiate of the masses’ the debasers of standards and the instruments of cultural dominations” (Ravindran, R.K, 2002: 1). In a vast and diverse country like India, the entire socio-economic and political system is heavily dependent upon media. “It is in fact the mass media that gives our country a sound and solid image of one nation, in spite of its diversity. “India is fortunate to be in having a well evolved mass media. In independent democratic India a special thrust is given to promotion of a sound media. Today, everybody is exposed to one or the other media” (Basheeruddin. S, 1986:12).

Everyone who understands a language and has access to mass media recognizes it. The concept of news did exist even before the beginning of the era of mass media. Like many other subjects journalism has been included as a subject of study in many universities and colleges. Many youngsters in the present generation are joining journalism as a profession. “Journalism offers unique opportunities to those with the youthful vigor, requisite, skills and courage to do the work. Like any other profession, journalism has its own disciplines and its share of necessary routine. It also has standards of practice and conduct”

(Hohenberg, J. 1978:12). Today, journalism has become very popular profession and has developed into a big growth industry. Booming new technologies and social media are playing a significant role in Journalism profession.

1.1 Meaning of Journalism

The word ‘journalism’ is derived from ‘journal’ which means a daily register or a dairy- a book containing each day’s business or transactions. The word ‘journal’ also connotes a newspaper published every day or even less often or a magazine. Thus journalism means the communication of information regarding the events of the day through written words, sounds or pictures. *New Webster’s Dictionary* regards Journalism as the occupation of

conducting a news medium, including publishing, editing, writing or broadcasting' (Ibid: 18). According to David Wain Wright, "Journalism is communication. It is the events of the day distilled into a few words, sounds or pictures, processed by the mechanics of communication to satisfy the human curiosity of a world that is always eager to know what is new"(Kumar, K. J, 1995:44).

'Journalism is a contemporary report of the changing scene, intended to inform readers of what is happening around them'. In the ultimate analysis, what 'journalism' is depends on one's news values. History is also an account of important events. But it relates to the past. News is in a way current history. "Today's newspapers will be source material for historians of tomorrow as today historians consult newspapers of yesteryears in the archives. What is happening today may go down in history" (Sharma, R. K. 1990:24). Journalism is basically the communication of news but it may also contain features for the entertainment of the readers. "It is a report of things as they appear at the moment of writing. It is not a definitive study of a situation. In journalism, there is an element of timelines which is not present in the more leisurely types of writing" (Kumar, K.J 1995:43).

According to Mahatma Gandhi, 'The objective of journalism is service'. 'The press is one of the vital organs of modern life, especially in a democracy. The Press has tremendous powers and responsibilities', opines Pandit Jawaharlal Nehru. According to Eric Hodgins of *Time magazine* 'Journalism is the conveying information from here to there with accuracy, insight and dispatch, and in such a manner that the truth is served, and the rightness of things is made slowly, even if not immediately, more evident. The one philosophy holds 'Give the public what it wants' and 'Give the public the truth it must have' (Pant, N.C, 1995:17).

1.2 Role of Journalists

The role of journalist is to act as a mediator or link between the public and policy making elites. A journalist mainly reports the news, offering interpretation and opinion based on the news. He may also write an account that is both entertaining as well as newsworthy. The term ‘Journalist’ includes the editors, reporters, copy editors, writers, columnists, cartoonists, anchors, programme producers, photographers and audio/video editors.

Earlier there was no particular stipulation that a person who wanted to join this profession should have any educational or professional qualification. Anybody having the flair for writing and liking for this profession could join it. Even some of the top journalists and editors of today possess neither a journalism degree nor any professional training. They have occupied the high positions through their flair for writing and hard work (Pant, N.C, 1995:18). The career of a journalist is full of many challenges and adventures. If a journalist faces all the challenges tactfully, he earns good rewards. Journalists have many roles to play as informer, watchdog, investigator, moderator, entertainer, editors and commentators. They are community activists, agenda-setters, and voices for the voiceless. They are public servants, keepers of public record, protectors of democracy, and promoters of public dialogue.

The journalist acts as a spokesman of people. He must, therefore, provide truthful, comprehensive and intelligent accounts of the events and the contexts that give them meaning. “The journalist should act as an effective medium for two-way communication between readers and different organizations of the society. A journalist observes the events, transmits facts about the events and acts as an interpreter of these events and also explains the significance of the facts and offers opinions on contemporary issues” (Hohenberg. J, 1978:13).

One of the important responsibilities of a journalist is to maintain their principles in their reporting. The information should be based on truth and facts which provides accurate

news. Apart from that, “journalist is responsible for giving space to every one without any bias. While reporting one should maintain balance. On the other hand, citizens/ audiences should have some sort of faith over media. Without credible information, there would be no trust press and could have no strength. Thus maintaining accuracy and balance provides credible information” (Basu, R.N. 2005: 51).

According to eminent American journalist Joseph Pulitzer, ‘Journalist is not any business manager or publisher, or even proprietor. A journalist is the lookout on the bridge of the ship of state. He notes the passing sail, the little things of interest that do the horizon in fine weather. He reports the drifting castaway whom the ship can save. He peers through fog and storm to give warning of dangers ahead. He is not thinking of his wages or the profits of his owners. He is there to watch over the safety and welfare of the people who trust him’ (Ibid). A professional journalist is on the payroll of a journal and generally belongs to a Journalist Union through its membership, but it is not a must. The range of work he does is as wide as the world around him.

1.3 Media in India

1.3.1 Newspapers

Indian newspapers have a history of over 235 years. The credit of starting the first newspaper goes to a British East India Company in India. James Augustus Hickey launched the ‘*Bengal Gezzette*’ from Calcutta in 1780. It has another title ‘*Calcutta Advertiser*’. It was popularly known as ‘Hickey’s Gazette’. He is regarded as ‘Father of Indian Journalism’. Following the Hickey’s footsteps in 1780, the second newspaper ‘*The Indian Gazette*’ was launched from Calcutta. The ‘*Calcutta Gazette*’ (1784) and the ‘*Bengal Journal*’ (1785) were the third and fourth newspapers to come out from Calcutta. Slowly newspapers started coming out from other parts of the country also. The ‘*Madras Courier*’ (1785) and ‘*Madras Gazette*’ (1795) were started from Madras. From Mumbai, the ‘*Mumbai Herald*’ was launched in 1789.

Raja Ram Mohan Roy was called as ‘Father of Indian Language Journalism’. The first Indian language newspaper published by an Indian was also launched from Calcutta. It was ‘*Bengali Gazette*’ by Gangadhar Bhattacharjee in 1816. Some of the leading English newspapers were also launched during this time. ‘*The Times of India*’ (1861) was started as a paper supporting the British. It is interesting to note that the author of ‘*The Jungle Book*’, Rudyard Kipling, started ‘*The Pioneer*’ in 1866 from Allahabad. ‘*The Amrita Bazar Patrika*’ (1868), ‘*The Statesman*’ (1875), ‘*The Hindu*’ (1887) and ‘*The Tribune*’ (1880) were also started during this period. ‘*The Hindustan Times*’ was started later in 1923. In the regional languages, some papers that were launched during that period continue even now as leading papers like ‘*Malayala Manorama*’ (1888).

It may be observed that a number of nationalist leaders started their publication and those news papers were used for the cause of freedom struggle in India. That includes Mahatma Gandhi (*Indian Opinion*, *Young India* and *Harijan*), Bala Gangadhar Tilak (*Kesari*) Jawaharlal Nehru (*National Herald*). After Independence some of the major newspapers like Times of India came under Indian ownership. During the 1970’s, more newspapers began to be published both in national as well as regional languages. There were further changes in Indian media since 1980’s and the newspapers and magazines have proliferated greatly. According to Registration of Newspaper in India Report (2015) the total number of registered publications are 1, 05,443 (www.nic.org).

There are some newspapers in the country which are called centenarian newspapers. Among English dailies, four have crossed this mark i.e. *The Times of India*, *The Hindu*, *The Tribune* and *The Statesman*. Among language newspapers, *Mumbai Samachar*, *Amrita Bazar Patrika*, *Malayala Manorama* and *Deepika* are among the centenarians. As per the data from the Annual statements received, the highest number of newspapers is published in Hindi, followed by English , Urdu , Gujarati, Telugu, Marathi, Bengali , Tamil , Oriya , Kannada and Malayalam. (www.innews.org)

According to the 2015 report, Trak.in – Indian Business of Technology, Mobile and Startups, Dainik Jagran tops the chart with a readership of over 16.6 million. Hindustan (14.7m) and Dainik Bhaskar (13.8m) round off the top three publications in India. Among top local language dailies (excluding Hindi and English), Malayalam Manorama has highest readership for Malayalam, Daily Thanthi for Tamil and Lokmat for Marathi. *Times of India* by all counts is not only the most read English daily newspaper in India (www.trak.in).

Publication/Language	Circulation in Millions
Dainik Jagran , Hindi	16,631,000
Hindustan , Hindi (local)	14,746,000
Dainik Bhaskar , Hindi	13,830,000
Malayala Manorama , Malayalam	8,803,000
Thanthi , Tamil	8,283,000
Rajasthan Patrika , Hindi	7,905,000
The Times Of India , English	7,590,000
Amar Ujala , Hindi	7,808,000
Mathrubhumi , Malayalam	6,020,000
Lokmat , Marathi	5,887,000

1.3.1 Radio Broadcasting in India

The Radio Club of Bombay made the first experimental broadcast in India in 1923. This was followed by the setting up of the Calcutta and Madras Radio Clubs. The Indian Broadcasting Company (IBC) came into being on July 23, 1927, and it seized its operation due to financial liquidation within there years. Indian State Broadcasting Service (ISBS), under the Department of Industries and Labour commenced its operations on an experimental basis in April 1930. Lionel Fielden was appointed the first Controller of Broadcasting in August 1935. In the following month ‘Akashvani’ Mysore,

a private radio station was set up. On June 8, 1936, the Indian State Broadcasting Service (ISBS) became All India Radio (AIR). It was renamed as 'Akashvani' in Sanskrit it means 'voice over the air'.

The Central News Organisation (CNO) came into existence in August, 1937. In the same year, AIR came under the Department of Communications and four years later came under the Department of Information and Broadcasting. Before independence there were nine radio stations were in operation. After independence, India got six radio stations such as Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. The remaining three stations- Peshawar, Lahore and Dacca went to Pakistan. AIR then had coverage of just 02.05 per cent of the area and 11.00 per cent of the population. The following year, CNO was split up into two divisions, the News Services Division (NSD) and the External Services Division (ESD).

The name 'Akashvani' was adopted for the National Broadcaster in 1956. In the year 1957, All India Radio was renamed 'Akashvani', which is controlled by the Ministry of Information and Broadcasting. 'Vividh Bharati' service was launched in 1957 with popular film music as its main component. Since its inception, 'Vividh Bharati' has been providing popular and melodious entertainment to the listeners. Vividh Bharati Service offers much more beyond Film Music to the masses. 'Jaimala', 'Hawamahal', 'Inse Miliye', 'Sangeet Sarita', 'Bhoole Bisre Geet', 'Chitralok', 'Chhayageet' are a few of the many popular programmes which are part of the listener's daily life. Vividh Bharati Programmes are available on DTH, making Vividh Bharati a 24-hours popular musical channel from October 2008.

Vividh Bharati with its wide network consisting of 37 Vividh Bharati Centers and some Local Radio Stations now reaches more than 97 per cent population of this country. Vividh Bharati Programmes are also very popular in the neighbouring countries, as listeners who listen to it through short-wave network, have been writing appreciation letters to All India Radio regularly. Commercial Radio services started in India in 1967

from Bombay. Further radio commercials were introduced in all the primary channels of AIR way back in 1984.

FM Stations

AIR decided to open FM Stations to the private players in 1995. Twenty one stations commissioned across 12 cities including New Delhi, Mumbai, Bangalore, Kolkata, Chennai, Hyderabad, Luknow and Jaipur. There were around 85 FM stations and 73 short wave stations that linked the whole nation by 1994. The broadcasting technology in India is basically indigenous and reaches far and wide to various listeners like farmers who require various updated information on agriculture. Between 1970 and 1994, the amount of radio receivers increased manifold, almost five times. From the initial 14 million, the number increased to a staggering 65 million. The broadcast services from foreign countries are provided by the External Services Division of All India Radio. Almost 70 hours of news, entertainment programmes were broadcasted in 1994 in various languages with the help of 32 shortwave transmitters. The phenomenal growth achieved by All India Radio has made it one of the largest media organisations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92 per cent of the total area. AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace.

Programmes of the External Services Division are broadcast in 11 Indian and 16 foreign languages reaching out to more than 100 countries. These external broadcasts aim to keep the overseas listeners informed about developments in the country and provide a rich fare of entertainment as well. The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. In addition to the daily news bulletins,

the News Services Division also mounts number of news-based programmes on topical subjects from Delhi and its Regional News Units

AIR operates at present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience in a refreshing style of presentation. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai. With the FM wave sweeping the country, AIR is augmenting its Medium Wave transmission with additional FM transmitters at Regional stations (www.scribd.com).

The ministry of broadcasting in India is setting up 86 FM Radio to all parts of India by March 2017. Apart from All India Radio and public broadcaster Prasar Bharti, there are a total of 264 private FM radio stations in operation currently, according to the Telecom Regulatory Authority of India's (TRAI) 'The Indian Telecom Services Performance Indicators' report for the period between January and March 2015 (www.trai.gov.in).

Community Radio

The campaign to legitimise community radio began in India in the mid 1990s only. The Government of India approved a policy for the grant of licenses for setting up of community radio stations (CRS) to well establish educational institutions like IITs and IIMs in 2002. After a few years that matter has been reconsidered. The Government has decided to broad base the policy by bringing non-profit organizations like civil society and voluntary organizations under its ambit in order to allow greater participation by the particular community on issues relating to development and social change.

Anna University, Chennai owned the first CRS in India and the Anna FM was launched on February 01, 2004. This community radio is run by the Educational Multimedia Research Centre and the programmes are produced by the students of Media Sciences department of the university. Currently 179 community radio stations are functional in

India, far short of the 4,000 stations the government in 2007 promised would be set up in a few years (www.scroll.in).

1.3.3 Television in India

Television broadcasting in India is more than 55 years old now. Television was introduced in India on September 15th, 1959 from Delhi as experimental educational service. And regular daily broadcasts began six years later. The government started entertainment programme from August 1965. One of the historic developments of television in India was SITE (Sattelite Instructional Television Experiment) programme which was collaborated with United States. The US has given India-ATS-6, a free satellite. That was the world's largest domestic satellite broadcasting experiment covering 2400 villages across the country in covering six states such as Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.

Later in 1976 to make television more popular, the government reduced excise duties on cheaper TV sets and local manufacture began to take off. The television broadcasting was initiated by the national radio network-Akashvani and television service was delink from All India Radio under the new name 'Doordarshan' in 1986. It didn't become a mass medium until the 1980s when Rajiv Gandhi's interest in technology provoked a quantum help in all communication including television. In the case of television the fillip came with the Asian Games held in Delhi in 1982. By the mid-1980, India had become a television society. The Indian television has successfully used INSAT satellite for extensive broadcasting.

The Gulf war of 1991 was another major landmark influencing TV scene in the country. Cable News Network (CNN) was the first to beam transnational signals on the war. Along with 'CNN', other foreign private satellite channels saw the huge market in India. Among the earliest initiatives came was from media king Rupert Murdoch's 'Star TV'.

‘Star TV’ network began in 1992 through ASIASAT-1 offered a bouquet of free to air channels consisting of all kinds of entertainment programmes. Initially, all these channels were in English, later the ‘Zee TV’ network started in different regional language channels. The introduction of ‘Doordarshan’ news channel was started in 2003. It was a stepping stone in the news world of ‘Doordarshan’ (Saxena, Gopal, 1996:58).

After 2005 number of television channels, 24x7 news channels started in India both in national and regional languages. This period created a new wave in Indian electronic journalism. There are currently 1,790 permitted private satellite television stations in India. As of December 2015, there are also more than 190 government (Doordarshan) channels. Hindi-language television channels have the highest market share. Numerous regional channels are also available throughout India, often distributed according to languages ([www. telecomtalk.info](http://www.telecomtalk.info)).

1.3.4 Online Journalism in India

Online journalism in India is a growing field shared between traditional media and the growing blogging community. Large media companies traditionally print and television focused, continue to dominate the journalism environment now online but a growing group of dedicated bloggers are providing an independent voice. Although Indian newspapers were using computers for writing and page layout as early as 1987, they were slow to move to online editions of their papers. By 1998 only 48 newspapers had online editions. By 2006, the count had climbed to 116. Despite the fact that in 2007 India had 42 million Internet users and was ranked fifth among online populations.

The number of online news editions is seen as especially low because of the multitude of languages spoken in India. Of the 22 languages officially recognized, only 12 of the non-English languages were accounted for in a survey of online editions.

India's internet penetration is low only 03.70 per cent. Also, most websites are only available in English, which skews the viewership to only 10.00 per cent of the population that is concentrated in urban centers. Popular discussions offer members an opportunity to share opportunities, discuss activities that affect the industry, and provide peer review for articles before publication on the internet.

With the emergence of high speed data and faster mobile data services such as 3G and LTE, videos from some of India's best TV journalists have been made available online. Both 'NDTV' and 'CNBC', two television news reporting power houses in India, also have a strong online presence. The top five journalists in India, all come from within the ranks of these stations. Another emerging favorite platform for journalists is Twitter. Journalists from all walks – Business, Political, Sports, and Religion - have come together to form a list for ease of following the person or topic that one might find interesting.

The Times of India Group is the largest media conglomerate in India. Its flagship paper is *The Times of India* which is the largest English publication in the world by readership with just over 7.65 million daily readers. It is also the publisher of the largest business news paper in India, *The Economic Times*. *The Times of India* opened their web portal in 1999 and in 2003 they published an electronic version of their newspaper (www.onlinejournalism.com).

1.4 Media in Karnataka

1.4.1 Newspapers:

The media in Karnataka has a long and distinguished track record. Karnataka is considered one of the rich heritage states in India. Kannada is the official language in Karnataka. The state also gives large contribution to Kannada Journalism. There are number of authors, writers, scholars made Kannada Journalism rich through their great knowledge.

The South Indian language press is more than 170 years old now. The first Kannada newspaper *The Mangalooru Samachara* (1843) was started by Hermann Mogling of Basel Mission in Mangalore. “When the Christian Missionaries pioneered printing and brought out the first newspaper in local language, the native social reformers did not lag behind them. They were quick to launch publications to check and counteract the ‘proselytizing’ by Christian missionaries as well as to publicize the reform movement in the native religions. Some of the journals from Kannada, Tamil, Telugu and Malayalam started by aggrieved non-Christian native scholars to combat the intensive propaganda of the Jesuit missionaries”. (Hasan, Syed, M. 1980:88)

The seeds of the freedom movement were sown in 1880. And many youthful firebrands jumped into the journalistic field. Their goal was to educate the people on the evil of bondage and alien rule or the ‘feudal’ rule of the native rulers. Many newspapers and journals appeared both pre- independence era, but some of them could not survive for long time.

After independence, most of the big English newspaper like *Time of India*, *The Statesman*, *The Pioneer* and *The Tribune* were came under Indian ownership. The number of newspapers in different languages made spectacular growth both in production and circulation. Many newspapers started from south India, especially from Karnataka. Hanumantha Rao Mohare played a very important role in the development of *Samyuktha Karnataka* (1933). Noted journalist Patil Puttappa edited the *Prapancha* weekly (1954) and the '*Vishwavani*'(1959) from Hubli. '*Kasturi* (1956, Hubli) and '*Taranga*' (1973, Manipal) *Gruha Shobha*, *Vanita* (Bengaluru) are the popular magazines in Kannada. Further there are number of Kannada tabloids such as *Lankesh Patrike*, *Hai Bengaluru* and *Agni*.

The Printers (Private) Limited, Bangalore, a joint stock company created history with their newspapers, the *Prajavani* (Kannada) and the *Deccan Herald* (English) in 1948. Its sister publications are *Sudha*, a Kannada weekly and *Mayura*, a Kannada monthly. Another Kannada daily the '*Kannada Prabha*'(1967) belongs to the *Indian Express* group. Manipal Printers and Publisher's *Udayavani*(1971),a leading coastal Karnataka Kannada daily (1970), *Tushara*, a monthly, *Vijaya Karnataka* (2000), *Hosa Diganta*, daily, *Vijayavani*(2012) ,*Vishwavani* (2015) *Vijaya Next*(2015) are some of the leading newspapers in Karnataka.

Newspapers have played their own role in the political, social and literary life of Karnataka. Their part in the freedom movement is notable. Newspapers supported the Unification movement of Karnataka whole-heartedly and also fostered emotional integration. The encouragement they gave to the cultural activities like drama, music, cinema, art, literature and sports are commendable. They have played a very prominent part in the propagation of new and progressive thoughts and popularizing the spirit of democracy. English dailies like *Deccan Herald* (1948) *The Indian Express* (1965) *The Hindu*, *The Times of India*, *Bangalore Mirror* and the *Asian Age* all from Bangalore have a wide circulation. Kannada language newspapers, television channels, radio stations are also have large number of readers, viewers and listeners.

14.2 Radio Stations

The first private radio broadcasting station in India was set up in Mysore in Karnataka, when 'Akashvani' (meaning voice from the sky) was set up on September 10, 1935. In 1957, the word 'Akashvani' was chosen as the official name of All India Radio. Karnataka was the first state to have a private FM radio station. Radio City FM started broadcasting in Bangalore on July 3, 2001. By mid-2013, besides the FM channel of AIR Rainbow, several private FM channels were operating in Bangalore, Mangalore and Mysore (www.pressinstitute.in).

There are number of government and private owned radio channels are working from Bengaluru. Private radio is called infotainment media. These are broadcast in Kannada, English and Hindi languages. Some of the leading radio stations are: All India Radio (Akashvani), Radio Rainbow, Vividh Bharati, Radio city, Big FM, Red FM, Radio One, and Radio Mirchi.

1.4.3 Television Channels in Karnataka

The 24 hour news cycle arrived with the advent of cable news channels, and brought about a much faster pace of news production with increased demand for stories that can be presented as news, as opposed to the day-by-day pace of the news cycle of printed daily newspapers. A high premium on faster reporting would see a further increase with the advent of online news.

A complete news cycle consists of the media reporting on some event, followed by the media reporting on public and other reactions to the earlier reports. The advent of 24 hour cable news channel and, in more recent times, news sources on the World Wide Web (including blogs), have considerably shortened this process. In Karnataka there are nearly a dozen news-cum-entertainment channels are working they are DD Chandana(1994)‘Udaya TV (1994) ‘TV9(2006)’, ‘Suvarna News (2008)’, ‘Samaya (2010)’, ‘Janasri News(2011)’, ‘Kasturi News (2011)’, ‘Public TV(2012)’ ‘Raj News (2013)’, ‘Btv News (2014)’, ‘Etv News (2014)’, ‘Praja TV (2015)’. These channels have a great impact on viewers.

1.5 Women in India

Women in India have been subject to many great changes over the past few years. From equal status with men in ancient times through the low points of the medieval period, to the promotion of equal rights by many reformers, the history of women in India has been

eventful. The status of women in any civilization shows the stage of evolution at which the civilization has arrived.

In the case of an Indian woman, it means her personal rights, duties, liabilities and disabilities Vis-a- vis the society and her family members (Kadam, N.R, 2012). Education and employment of women have altered the structure and nature of families and social mores. With nuclear families increasingly flourishing in middle class society, women matter more and more as income, earnings and also decision makers, a development which has come into conflict with patriarchal notion and practices.

1.6 Status of Women Journalists in Global Scenario

Women's issues relating to employment and working conditions are now being discussed worldwide. They are facing many challenges and hurdles in male -oriented society. Women have to come out of the confines of domesticity to find her place in different fields and professions. They have proved efficiency in their work place with their male colleagues. But still, women equality and empowerment are contested issues in all over the world. It is not limited to any one country or a profession. Even so called bold and prestigious profession like journalism is also not an exception to this.

The National Union of Journalists (NUJ) became the world's first trade union for journalists in 1907. Much of its efforts were spent on improving conditions for members with a focus on raising wages. The union's original rulebook specified equal treatment for both sexes in terms of employment and training practices. But no specialization was offered in 'women's journalism. "Columbia University launched an undergraduate journalism programme in 1912 which it later converted into a graduate school. The Board of Directors planning Columbia University's New Journalism School opposed the admission of women"(Jena, Lisa, M, 2006:3).

The developed countries had prejudice against women in accepting them as journalists. Even journalism colleges also were not ready to accept female students for a long period.

The University of Missouri had begun offering journalism courses through its English Department in 1878. The Columbia University's new journalism school opposed the admission of women. After years of petitions from students and journalists, it established a full-fledged journalism school in 1908 with 84 men and 13 women taking journalism courses that year (Ibid). Journalism courses proliferated both at the undergraduate and graduate level after the 1950 in United States. By the 1970's over 60.00 per cent American journalists were degree holders, rising to 90.00 per cent by the 1990s. In Britain, however, the development was markedly slower. Up to the 1980's, very few British journalists had a degree in journalism (Ibid).

As women entering the profession were frequently relegated to non-editorial posts, women have been demanding changes in their role in newspaper and news organization. Until the 1970s, there were no training courses for broadcast journalists. Radio and television stations usually recruited from the print sector and provided in-house, on-the-job, technical training. Postgraduate diploma courses in radio journalism begun from the middle of the 1970s, and a later decade similar courses became available in television journalism. In the late nineteenth and early twentieth century's, men reporters and editors often complained that women's entrance into newsroom would have a constraining impact and that a feminine sensibility would require men to be careful about their personal habits and language. (Miloch, K. et. all, 2005)

Till the second half of the twentieth century, any person who had proficiency in language and flair for writing could take up journalism as profession." In fact, it was not considered a profession, but just an employment. Journalism does not require any particular educational background and many of them had taken it as part time or free time duty" (Jena, Lisa, M, 2006:3).

Journalism became a profession as the scope of the industry expanded from the regional and national to international. There was a demand for people not only with a fair for writing but who also had a holistic knowledge of the various facets of journalism as well

as good knowledge of current events globally. Women journalists also stepped into male-dominated profession in United States and United Kingdom. But the condition was not easy. There is under representation of women journalists in most 'serious' and highly respected areas of the news, especially in politics, business and sports. Women in newspaper are still asked to work at the soft news desk where they are limited to the so called 'human interest stories' and such articles as require a magazine style of writing. Women have not yet reached top management jobs in news organizations. (Ibid).

There are more women now in the media than ever before and yet they are still considered 'different' from their male co-workers. Most women have faced discrimination in the sport media. In the organization itself, women are still unequal, their work judged by femininity than their ability (Ibid). According to WMF Global Report, (2010), women in the news media examining more than 500 companies in nearly 60 countries shows that men occupy most of the management jobs and news-gathering positions in most nations included in this study. It found that 73.00 per cent of the top management jobs are occupied by men compared to 27.00 per cent occupied by women. Among the ranks of reporters, men hold nearly two-thirds of the jobs, compared to 36.00 per cent held by women.

However, among senior professionals, women are nearing parity with 41.00 per cent of the newsgathering, editing and writing jobs. Women have increased their ranks in the top management jobs, compared to a Margaret Gallagher study in 1995, women occupying on average of only 12.00 per cent of the top management positions. The new global study shows women in 26.00 per cent of the governing and 27.00 per cent of the top management jobs.

"Globally, men occupy 73.00 per cent of the top management positions. Among the ranks of reporters, men hold nearly two-thirds of the jobs, as compared to 36.00 per cent held by women. Among senior professionals, however, Byerly stated, women are nearing

parity with 41.00 per cent of the newsgathering, editing, and writing jobs” (Byerly, Carolyn, M, and 2011:110).

According to the Global Report (2012) on ‘The Status of Women in the News Media’ study conducted by International Women’s Media Foundation (IWMF), men occupy 73.00 per cent of the top management positions. Among the ranks of the reporters, men hold nearly two thirds of the job, as compared to 36.00 per cent held by women. About 74.00 per cent of news journalists on the nationals are men and that men also dominate political and business journalism. Somewhat less surprisingly, just 3.00 per cent of sports journalists are women. ‘*The Independent*’ had 25.00 per cent, ‘*The SunDaily Telegraph*’ with 26.00 per cent, ‘*Daily Express*’ with 35.00 per cent are female staffs (Martinson, J, L ,2012:12).

The American Women’s Media Centre (2012) indicated that, U.S media industry was still dominated by men. (Marrison, Sara: 2014). In United States the newsrooms were 63.01 per cent male and 36.9 per cent female in 1999. In 2012, those percentages were exactly the same. For 2013, it was actually worse, 63.07 per cent male and 36.03 percent female. The problems of women journalists are globally alive. In most countries women have not still come out of discrimination and problems.

The status of women journalists in underdeveloped countries is worse. Journalism is not considers a safe profession for women journalists. None of the organizations has taken safety measures to protect women’s journalists during risky assignments. In 2005 the International News Safety Institute in Brussels conducted a survey of female war reporters. It found that of the 29 respondents who took part, over half reported sexual harassment on the job while two said they had experienced sexual abuse. But the survey also found out that women often do not report such violence and are loathe to talk about it for fear that it would affect gender equality and their ability to be sent on important assignments (Sreberny, Annabelle, 2014).

“It is estimated that 21 women journalists have been killed since Russian President Vladimir Putin came to power in March 2000 and in the majority of cases, no one has been convicted and sentenced for the murders” (Ibid, 2014:31). High profile murder in 2006 of Novaya Gazeta journalist Anna Politkovskaya, known for her critical reporting on the conflict in Chechnya in which she sought to expose human rights abuses, triggered some public outcry. Meanwhile, ten countries are considered most dangerous for journalists, including women. Those are Syria, Iraq, Egypt, Pakistan, Somalia, India, Brazil, Phillippines, Russia and Mali.

The World Association of Newspapers passed a resolution in 2007, calling on the authorities in Russia to ‘investigate journalist deaths more vigorously’. The same year, the International News Safety Institute said more journalists had died violent deaths in Russia in the previous 10 years than anywhere in the world apart from Iraq (Ibid)

It has to be said that on occasions male journalists are also at risk from sexual assault, usually as state-sponsored violence. This has happened in Iranian prisons, where such violence has been used to intimidate reporters into silence. There are also the cases of Mumtaz Sher and Umar Cheema in Pakistan (Ibid). Some of the women journalists from different nations have shared their experiences on ‘International Women’s Day’ in the year 2010.

(Case Study-1) *“I myself have been a victim of physical and verbal attacks from politicians, security agencies most of the time colleagues male journalists who think there is no place for women in this profession. As for employees, the discrimination in this job is terrible. For the same job done or sometimes for more or a better job done I get less pay, no recognition and no credit at all. But instead of allowing it to kill my spirit is determined to work against all odds and make a mark in this work through affecting the lives of ordinary people. Sometime though i feel like packing up and leaving because the frustration of lack of resources to work with, inadequate training amongst others kills your spirit. On this day I salute my entire colleague female journalist around the world*

fighting against worst conditions than mine.”- Afia Pokuaa, Ghana. (IWJ Report: 2010).

(Case Study-2) *“Most cases, chief reporters/assignment editors (almost everyone is male) do not assign them something special/important or significant reports. They still assign soft stories, day's events, or something light events. But male journalists get the preference to get significant assignments, stories which might be lead stories. But the interesting point is that, many female journalists in Bangladesh are now protesting this kind of attitudes and they are getting serious kind of assignment after fighting with their bosses. However, critics pointed that as female is more attractive than male in electronic media, so the media owners appoint the female journalists to attract audiences”- Alpha, Staff Reporter of an English daily newspaper in Dhaka. (IWJ Report, 2010).*

1.7 Women Journalists in Indian Scenario

Entry of women to journalism profession is late in the Indian context. During British Raj period, a few Indian woman journalists worked for some women newspapers. Hemanth Kumari Devi, daughter of Shillong- based Naveen Chandra Rai and a Brahmo Samaji edited ‘*Sugrihini*’, a journal for women from Allahabad. She was considered the first Hindi woman journalist. Some of the freedom fighters like Annie Besant, Sarala Kumari were also edited woman oriented newspaper during this period. (www.sarcajc.com). Vidya Munshi, arguably she was the India’s first woman journalist from Kolkata (www.wearethebest.wordpress.com). Homai Vyrawalla considered first woman photojournalist of India. She was awarded the most prestigious ‘Padmavibhushan’ (www.ndtv.com).

Some of the great leaders like Mahatma Gandhi, G.G. Agarkar, Pandita Ramabai, Mahatma Jyotiba Phule, Nyayamurti M.G. Ranade and others championed the cause of education for women. Before that, women were excluded from any kind of formal education (Mahajani, N. 1989). After independence, Indian constitution conferred the equal rights to both woman and man. These things also brought a big change in women’s

life. The social conditions made the service of a woman necessary to run a house in a satisfactory way. After 1970's, one can observe a total change of our society as well as in Indian journalism (Ibid).

The condition of women journalists in Indian context was not good either. It was completely man oriented and dominated profession both in national and regional media. Educated women, who work as journalist, have to face many problems. The women journalists in the national papers like *Times of India*, *The Indian Express*, *The statesman*, *Hindustan Times* enjoy their rights, but the journalists in the rural papers have to face many problems (Ibid).

In the sixties, there were very few women in daily newspapers, either at the desk or as reporters. Several newspapers had an unwritten law that they would not admit women, into what was considered a male domain. "Women had to struggle to push open the doors. The biggest challenge for the early women to get into mainstream newspapers was the work assigned to them. They were literally given crumbs from the newspaper table. Senior male colleagues hogged the prime beats such as political parties, Parliament, Prime Minister's office, and important ministries like Home, Commerce, Finance, and Foreign Office. Women were initially asked to cover flower shows, fashion shows, and health and education; all considered soft beats" (Bhavani, D. V and Vijayalaxmi, P, 2005:20).

A number of women journalists made their mark in journalism profession only after 1970's. Some years back, though there were many women journalists were working in different media, they not full time employees. Some of them were working from home and others on contract basis. There were no women colleagues at work place also. Later educated women began to work with men colleagues boldly even in odd timings (Mahajani, N: 1989).

This strong foundation and their boldness became the role model for other women. In due course, women grabbed other positions in the media including top post. Now a good number of women journalists are working for both national and international media. But it is still not in the control of women including top posts. Always major decisions are taken by men journalists only. The Journalism field is mostly controlled by men both at management and newsroom levels. Woman was considered 'crazy' to opt for journalism during 70's, especially in reporting. She would do this at her own risk, against "sane advice" from male seniors. Respectable women did not get into the rough and tumble of journalism, but worked at the desk. (Rai.Usha, 2003, 17). During 70's media houses were only meant for men. Except big cities, none of the media organizations had toilets. Those available were meant for men only.

The women who entered mainstream press in the 1940s and 50s can be viewed as the first, small wave of female journalists in the modern era. The next and bigger wave occurred in the 1960s and early 1970s. The 'Third Wave' in the history of journalism is started only after 1970 (Chatterjee. M, 2006). The ripple effects of the growing international women's movement, officially heralded worldwide by the United Nations International Year for Women (1975), were stirring the waters in India too (Ibid). A number of factors may have contributed to creating this sizeable third wave. This period a few bold women took journalism profession as serious.

Among those who swept into English Journalism in the second wave were Usha Rai, Prabha Dutt, Razia Ismail, Jyotsna Kapoor, Neena Vyas, Madhumita Mojumdar, Zeenat Imam, Rami Chabra, Rashmi Saxena, Madhu Jain, Coomi Kapoor and Tavleen Singh (Delhi), Olga Tellis, Zarien Merchant, Fatima Zakaria, Elizabeth Rao, Bachi Karkaria, Dina Vakil and Carol Andrade (Mumbai), Anjali Sirkar (Chennai), Gita Aravamudan and Rima Kashyap (Bengaluru), and Kalyani Shankar in Hyderabad (Ibid).

Indian women took the plunge into the rough and tumble of professional journalism during the first half of the 20th century. This includes some of the stalwarts such as Asha Devi, Bhagwan Devi Pallival, Kamala Tai Lele, Madhavi Verma, and Radha Devi. There are some scattered references to women in the English language press in India, in the period around or just after Independence (Byerly, C. M: 2011).

(PII Report, 2004) "When I joined the Times of India in the early 1980s, women did not figure in any organisational concerns. The chairs were too high, there were no rest rooms and the general attitude was - why is she here and not in Femina?" says one of India's best-known women journalists, Mrinal Pande. The national English newspaper, '*Times of India*' then imbibed the technique of patronizing women journalists in a big way. That was indeed a novelty for those times until the seventies, when there were hardly one or two women journalists working in English national dailies. For the national English newspapers of the capital, it was as if the floodgates had opened. There were special instances of whole women team that successfully brought out '*Times of India*' (Delhi edition). The appointment of the first woman chief sub-editor, actually bringing out a newspaper, was a landmark for '*Times of India*'. The appointment of the first woman as its chief sub-editor was a landmark for the newspaper.

In India, the top management level, which includes publishers, chief executive officers, and others responsible for running the company, women were exceptionally low, at only 13.80 per cent. Women's representation was somewhat higher in the roles more directly associated with news reporting, editing, and delivery. In senior management (news directors and editors-in-chief), women made up for nearly one-fourth, that is 23.30 per cent. In the middle management, including chiefs of correspondents and other senior-level news administrators, women were around a fifth that is 18.30 per cent. In junior and senior professional levels, which included the largest number of the journalistic workforce, women were 25.50 per cent and 28.40 per cent respectively (Ibid).

Such low participation in these junior and senior writing, editorial and news producer ranks raised questions about women reporters' ability to influence the overall news content. A survey of Indian news companies showed a miniscule involvement of women in the creative or technical aspects of news production. They held only 7.00 per cent of the jobs in the technical production category and even fewer at 4.70 per cent of those in production and design (Ibid).

As in other professions, it was certainly not smooth sailing for women in the media. But, as in other professions, here too, no barriers proved strong enough to keep women out of what was once considered a male domain. The bylines of the first page of the newspaper and women correspondents and TV anchors testify to that fact. Women journalists were given jobs that were unimportant, clerical, unproductive, and non-creative. However, in the past few decades, Indian women have made significant progress in the field of journalism. Women reporters cover riots, wars, and report from scenes of natural disasters. They have become the face of many news channels and are even hired for cricket reporting, for long, a male stronghold (Akhileshwari, 2012).

Akhileshwari raises some interesting points about certain situation, such as the upward mobility of women in journalism, the soft assignments given to women reporters, and the sensitive issue of harassment at the workplace (Ibid:22). Almost 20 years later, although several Indian women have made a mark in hard news reporting, and there has been a phenomenal increase in the number of women journalists in the country, many women in the profession continue to get a raw deal.

There were very few mothers working as full time correspondents in the field of journalism. Many have not only done double duty, but also carved a niche for themselves in this profession. This includes name like Mrinal Pande, Coomi Kapoor, Usha Rai, Pamela Philipose and Rasheeda Bhagat, women who were among the first to break the male bastion and work their way up, despite these prejudices (Kapoor, A: 1996).

A few courageous ladies in English media also fight against sexual harassment cases in work places. Shoma Chaudhury, the managing editor of *Tehelka* magazine filed sexual harassment case on same magazines Editor-in-Chief Tarun Tejpal in 2014 (www.timesofindia.com). Two persons were arrested in 'Sun-Network' on charges of sexual harassment. Even though such instances are repeated there is no committee for the protection of women and their care in most of the organizations. Journalism is not a safe profession even in India too. Many women journalists are killed, raped, face threats, assaults and harassment one kind or the other. India is also considered one of the dangerous country for journalists. It stands in sixth place in most dangerous list.

In spite of these challenges and hurdles a good number of women are reaching top position in Indian Media. Still large numbers of young women are showing keen interest journalism profession. There is no current, credible, comprehensive data on all journalists in India, let alone on women in the Indian media. However, there is little doubt that the number of Indian women in the 'mainstream' press had reached an unprecedented high by the dawn of the new millennium. Female bylines have become commonplace over the past decade, not only in magazines and features sections but also on the news and editorial pages of dailies, including the front page (Joseph. A, 2002).

Apart from a large number of female staff reporters and sub-editors (copy-editors), the Indian press currently boasts many women who are senior editors (including editors in charge of single editions of multi-edition dailies, political editors and financial editors), chief reporters, chiefs of bureau, special and foreign correspondents, business journalists, sports reporters, and columnists, not to mention magazine editors and feature writers. It also harbors some female photo journalists and even one or two female cartoonists (Ibid).

Women in the English press are better paid, even if on contract, have better facilities at work place. *The New Indian Express* has had a long tradition of employing women as reporters many of whom have risen to the position of chief reporter. In *Deccan Herald* of Bengaluru women have been assistant editors, chief reporters, foreign correspondent,

chief sub editors. *Deccan Chronicle* has a women editor while Times of India has a woman bureau chief in Bengaluru. (Godara, Indraj, 2012: 41). However, not many women are continuing as a full time employee after having kids or their age of 35. Women give importance for family first (Bharadwaj.D, 2014). Social responsibility is the major hindrances for women journalists to continue journalism profession for a long time.

(Case Study)*When I joined the profession, the best assignments in political and business reporting eluded us women. The excuse generally was-it will require us to work late, and was hence unsuitable for us. Even when I had managed to break the ice and buildup contacts with certain parties that had earlier shunned my newspaper, I was never allowed to attend the most crucial press conferences. These were reserved for the males. Today,a lot has changed. Newspaper editors are willing to give space to gender issues; and there are a good number of females on newspaper beats. Yet, one finds a lot of prejudiced opinions against women finding their way to print. There is a dire need to sensitize both men and women who enter the profession to ensure balanced reporting-*
Rina Mukherji, Kolkata, India. (Submitted on: 09.03.2010 (IWJ Report, 2010).

A detailed assessment of women journalists in India, Karnataka both in print, electronic and online, as well s short profile of earlier and contemporary women journalists in Bengaluru is presented in the chapter II.

CHAPTER-II

Women Journalists

2.1 The Leading women journalists of India

The entry of women journalists in Indian media- print and electronic was not a welcome sign for a very long time. There has been a domination of male journalists in Indian Journalism. The entry of women into journalism field was a late starter in India. During early days women used to edit the newspapers. Some of them were involved in freedom movement and contributed articles to several national newspapers. They were responsible for educating and enriching the masses. In spite of the severe competition many women journalists have earned their jobs due to their own potentialities.

However, there were many women journalists in the mainstream as well as vernacular press who played significant contributions prior to independence. Some of them served as the editor of magazines. Sarala Devi (*Bharati*), Annie Besant (*Family Herald*, *Common Weal*, *New India*), Kumudini (*Suprabhat*), Hara Devi (*Barata Bhagini*), Madam Cama (*Vande Mataram*, *Madan Talwar*), Rameshwari Nehru (*Stree Darpan*) Leela Roy

(*Jayasri*) Margaret Cousins (*Stri Darpan*), Kulsum Sayani (*Rahber*) Aruna Asif Ali (*Inquilab*) were some of the prominent women journalists.

After 70s number of newspapers, television channels, magazines promoted plenty of opportunities for women journalists in national level. English, Hindi and other language media have started in India especially in metropolitan cities. Many women journalists entered journalism profession during this period. Some of them are making their imprint in different sections of the media. The leading women journalists are: Coomi Kapoor, Sucheta Dalal, Ammu Joseph, Bharka Dutt, Shireen Bhan, Shaili Chopra, Nidhi Razdan, Sagarika Ghose, Mini Menon, Shoma Choudhary, Mayanti Langer, Shweta Singh, Bahar Dutt, Nidhi Kulpati, Charul Malik, Seema Mustafa, Radhika Roy, Nagma Sahar, Devyani Chaubal, Talveen singh, Nalini Singh, Vartika Nanda, Sheetal Raput, Bishaka Dutta, Amrita Cheema, Chitra Subramaniam, Anita Pratap, Shabha De, Nirupama Dutt, Antara Dev Sen, Mrinal Pande, Urvashi Bhutalia, Akhileshwari. R, Rinky Roy, Shazia Ilmi, Rami Chabra, Vimala Patil, Uma Vasudev Rao and Kamala Mankekar.

2.2 Women Journalists of Karnataka

Women journalists played a very crucial role in both pre and post-independence era in Karnataka particularly in Bengaluru. Educated women who have influenced by national leaders and writers started to write about problems, issues surrounding them. During pre-independence there was no complete freedom to write as they want. Some women writers also showed their interest in publishing newspapers.

The tremendous mark of women journalists in Kannada journalism like Nanjanagudu Tirumalamba, R Kalyanamma, Dwaraka Bai, Shyamala Bai and other eminent writers made other women to entry into men dominated field of journalism. Nanjanagudu Tirumalaba had started and edited the first Kannada newspaper called *Karnataka Nandini* in 1916 (Murthy, Nadig.K, 1966). *Saraswati* edited by R. Kalyannamma in 1921, *Chitra* by Dwarakabai, Shyamala Bai's *Jaya*

Karnataka, Saraswati Bai Rajawade's *Suprabhata*, and Sarojini Mahishi's '*Veeramaate*' are some of the newspapers edited by women journalist before independence in India (www.rsynop@sansad.nic.in).

However after independence, most of the newspapers did not have even a single woman journalist. During the sixties, educated women entered journalism. They were small in number and more active in magazines and weeklies than in newspapers. There were no women to be found in the reporting section. They were kept away from the hard beats.

A few who got entry stood out fortunately not as sore thumbs, but as bright-eyed, educated young women. They were gawked at and there was a lot of speculation as to how long they would survive in the taxing profession. Probably, their biggest qualification was that they could write well. They contributed greatly to the feature sections of the newspapers. In addition, they emotionally captured the readers' heart (Rai, Usha, 2003:18).

Deccan Herald, *The Indian Express*, *Times of India* and *The Hindu* gave a good opportunity for women writers. They used to contribute articles, features for different section for long. National newspapers started recruiting few women for desk work during the 60's. Some of the prominent English Women journalists from Bengaluru are Vatsala Vedantam(*Deccan Herald*, *The Hindu*), Sharita Rao (*The Indian Express*), Asha Krishnaswamy (*Deccan Herald*), Pallavi chinya, Ayesha Khanum, Meera(*Doordarshan National*), Parvathi Menon, Seetalaxmi, Bhageshree (*The Hindu*), Neena Gopal, Bala Chouhan, Kumudha(*Deccan Chronicle*), Deepa Balakrishnan (CNN-IBN) Bengaluru Bureau Chief, Ashwini, Rashmi Belur (*The New Indian Express*), Sowmya (*Economic Times*) and Sunitha (*Times of India*).

Even after 60 years of recruiting women journalists, not even half a dozen women journalists occupied the top posts in the Kannada dailies in Bengaluru. Dr. Vijayamma, a veteran film journalist was the first woman in Kannada press to acquire star status. Vijayamma is a legend in her own right. She changed the style of writing about cinema.

R. Poornima, who was earlier the editor of *Udayavani* daily, is now working for *Prajavani* as a Managing Editor. K.H. Savitri, served as the Managing Editor of the daily *Samyukta Karnataka*, and was the non-fiction head of the Janasri Kannada News Channel for some time. Gayatri Devi served as an editorial team member of *Vijaya Karnataka*. Besides, C.G. Manjula from *Prajavani* (Associate Editor) and Venkatalaksmi (*Vijaya Karnataka*) actively involved in the decision making process.

A Executive Editor of *Taranga* a Kannada weekly from Manipal U.B. Rajalaxmi feels that, “Even though we see more women in regional print media now, they are still in negligible numbers in fields like business, sports, politics and investigative reportage. Thirty years ago, there were only a few women journalists and they were mostly confined to desk or writing on recipes and glamour. Now, there are more women, but still don’t have access to higher posts in Kannada newspapers” (*The Hindu*, 02.07.2013).

There are several women at mid-levels and senior levels in *The Hindu*, who worked themselves up from the ranks of reporter and sub-editor to the positions of Chief Sub Editor, Deputy Editor and Special Correspondents and so on. *The Indian Express* has had a long tradition of employing women as reporters, many of whom have risen to the position of Chief Reporter. So also in *Deccan Herald*, where women served as Chief Reporters, Chief Sub Editor, Special Correspondent, Foreign Correspondents and Assistant Editors. *Deccan Chronicle*, English daily from Bengaluru is also edited by a woman journalist Neena Gopal.

Some of the media organizations in English are offering lot of opportunities to women journalists. Working condition for women is also good. They are equally treated with their men counterparts in English journalism. For instance, The ‘CNN’ Bengaluru news bureau contains only women journalists except a videographer. There are many women in decision-making posts both in print and electronic media. Women are travelling to different counties to cover different kind of assignments on par with male counterparts. Eventhough women journalists are well off in the English language press in terms of

salaries and other perks compared to the regional language press, but most of the English dailies recruit women on contract basis only.

2.3 Women Journalists in Broadcasting

Women were also working in various radio stations in different parts of Karnataka including Bengaluru. Smt. Rajamma Kallolimatt, Smt. Puttatayamma, Nagamani S. Rao, Vijayavalli, Dr. Jostna Kamath, Smt. L.G. Sumitra, Yamuna Murthy, Smt. Vasanthkumari, Smt. Jayasri Shanbhagh, K.S. Narasamma, Sarojadevi, Rama Hirematt, K.S. Nirmaladevi, Lakshmibai and H.S. Parvathi were some of the early prominent broadcasters from All India Radio. The contemporary radio journalists include Jayanti, Manjula, Ushadevi, Sumana, Shruti, Arati, (Akashvani/ AIR) and a host of others in private FM stations. Some of the eminent women journalists from radio made their names in different areas of broadcasting. It is interesting to note that women are more in FM broadcasting than male counterpart. Further, they are in decision making posts and earning better salary compared to Kannada print and electronic media.

2.4 Women Journalists in Kannada Television Channels

Kannada women journalists, who were confined to newspapers and radio, began to make their mark in television channels. Their faces appeared in the television news channels only after the 1990s. The era of Kannada women journalists in TV started after they started working in 'Doordarshan-Chandana' Kannada channel. Nonetheless, they were not accepted as full-time journalists and were not allowed to handle different facets of the newsroom.

'Udaya TV' of the Sun Network launched its Kannada Channel in Bengaluru. A few of the Kannada women journalists were able to obtain entry there. Earlier, 'Udaya TV' news was broadcast from Chennai. Women showed interest to work from outside their state or place of residence. Soon after, 'Etv Kannada' channel appeared and brought a change in

the national news. It gave equal importance to news as well as entertainment programmes. Radhika Rani was very successful in presenting the news.

A number of new channels made their entry in 2006. 'TV9' Kannada started operating from Bengaluru. This gave opportunities to many women in this field. Radhika Rani, who became famous through 'Etv Kannada', continued her news reading in 'TV9'. Subsequently, many women journalists were able to make their mark in several areas of television channel. News channels came out one after another in quick succession. Women journalists were flooded with plenty of career prospects.

Women journalists who were confined to copy editing and reading of readymade news broke open the doors of other specialized areas like Live Reporting, PTC, On the Spot discussions, political, crime and sports reporting. And they entered the high risk area of investigative reporting and saw to it that there was no field to which they were forbidden to enter. This is made abundantly clear from the news and other channels we see every day.

Regional media proved that they were in no way inferior to the national channels and started offering news to its viewers with sharp, straight and precision. Changes were brought about in the dress and style of presenting news. The demand for women journalists soared. Women were in almost all fields of journalistic activity such as reporting, special story writing, anchoring, photo journalism, production and video editing.

Some programmes brought fame to the women, while some programmes became famous on account of the way they were portrayed and presented by the women journalists. Some of them were elevated to the stature of celebrities due to their innovative techniques and by the sheer force of their personality. Not all talented women appeared on screen. Some of them worked meticulously behind the screen and stamped their presence silently. This confirmed that women continue to have innumerable opportunities open to them in the visual media, both on and off screen. To name a few of such personalities in

the TV field are: Radhika Rani, Vijayalakshmi Shibaroor, Sheethal, Suguna, Bhavana, Radha Hiregowder, Sukanya, Shruthi, Raksha Pallikal and Jyoti Irvattur.

The year 2008 created a 'new wave' in Kannada journalism also. Electronic media boomed and created a big platform to women journalists. Electronic sector also emerged number of private radio stations. Print, electronic, radio and online media took a major growth. Online journalism is also growing rapidly in Bengaluru. Women are contributing articles to different web portals. They are working as full time or part-time employees in different online newspapers, but compared to other media their number is very few. Last 10 years, there are number of newspapers, television channels, FM stations, online newspapers, dot coms are spreading news and other programmes in Bengaluru. In addition several colleges and universities offered journalism as a course to women candidates. The number of women journalists went up considerably.

2.5 A Short Profile of Leading Women Journalists of Karnataka

Some of the prominent women journalists founded and edited journals in Kannada language. They played a very significant role before and after independence in Karnataka. They became the pioneers in journalism and left their indelible stamp in the field of journalism. They have become examples and role models for upcoming journalists too.

Najanagudu Tirumalamba

Known and honored as the first women writer and publisher Nanjanagudu Tirumalamba was the first lady from Karnataka who ventured into this field. She proved herself to be a daring journalist. At a time when reading and writing were not common among women and were often despised by women and laughed at by men and it was a sin to educate girls, Tirumalamba not only learned to read and write but also ventured to bring out a monthly solely for the sake of women.

Tirumalamba, a child widow found her creativity in journalism and proved that life for women was not just husband, family and children. There were other things beyond them and proved it by her exemplary life. She started writing in 1910. To enable others like her to write she started the periodical '*Karnataka Nandini*' in 1916.

As editor and publisher of her bold venture, she wrote in the first edition itself. There is an impression that in Karnataka women are not capable of undertaking the work connected with social issues and they do not have the capacity to contribute to literary writing or express their views on social issues and they are fit only to undertake domestic responsibilities. She started the publication of *Karnataka Nandini* to dispel the impression that was earlier stated and to establish that she was capable of undertaking work much beyond the confines of domestic duties.

She was going from Nanjanagud to the distant Dharwar to get the work of completing the printing of her publication. It seized its publication in 1920. The publication was stopped due to the difficulties encountered on account of the First World War and the burden of heavy loans incurred. Again, Smt. Thirumalamba with her undaunted spirit started *Sanmarga Darshini* in 1922. The aim of this publication was guiding the young boys and girls. Considering the social and domestic conditions prevalent in those days, her journalistic adventure attracted the respect and appreciation of one and all. It is particularly so considering the fact that even today it is so difficult to bring out a publication by women for the benefit of women.

R. Kalyanamma

As every dark cloud has a silver lining, the widowhood suffered by Kalyanamma turned out to be a boon to the society at large. While Smt. Thirumalamba was bringing out her publications, Smt R. Kalyanamma of Bangalore brought out her *Saraswathi* monthly (1921). It was also a single handed struggle similar to that of Smt. Thirumalamba. She was the editor and publisher of her publication. Kalyanamma was contributing articles to *Vokkaligara Patrike*, *Kranthiveera* and *Sadhvi*.

‘*Saraswathi*,’ paper’s aim was to help the development of women in particular and the entire society in general. The publication was carried on for almost four decades. It had reached a circulation figure of two thousand. It used to offer a varied fare. Even though it was started as a magazine for women and children, it carried articles on all contemporary issues and discussed all issues that used to crop up in the society. It boldly questioned many injustices. It worked for encouraging the creativity in women. It operated within the confines of tradition like ‘*Sanmarga Darshini*’. But still it ventured to respond well to new ideas and ventures. It helped creation of a new group of journalists who started writing. *Saraswathi* was a trail blazer and a milestone in the annals of Kannada journalism.

M.R. Lakshamma

M. R. Lakshamma was a freedom fighter who underwent imprisonment during the freedom struggle in Karnataka. She undertook several social activities after Independence. She started a weekly *Sodari* (1950) from the small printing press in her home. Earlier she was associated as editor with *Belaku*, a publication propagating adult education.

Sodari, came out as a weekly for seven years and then became a monthly. It used to contain articles on various subjects, ideological and intellectual discussions. It folded up due to financial difficulties. It had reached a circulation of 2000. Smt Ushadevi was its associated editor and Smt. Thangamma was assisting her. Lakshamma ran it for ten years as the editor, printer and publisher. She was one of the few women who had good education in pre-independence days. She was elected to the Legislative Council several times representing the graduates’ constituency. She was the Vice-Chairman of the Council also. (Rao, Nagamani, S. 2012)

Dwarakabai

Smt. Dwarakabai launched and edited *Chitra* (1930), from Bangalore. It used to contain articles on embroidery, tailoring, health, short stories and book reviews. There used to be articles that interested women and also those that targeted women. This magazine ran for a considerable length of time. The course of its story indicates that women writers preferred the short story format in the initial stages and slowly moved over to the format of novels.

Sarojini Mahishi

Sarojini was the editor of *Veera Mathe*, a monthly published by the “Vanitha Seva Samaja” of Dharwad. Smt. Venkamma Coimbatore was the Associate Editor of the journal. It carried articles concerning on law, health, humour etc, along with short stories and essays. She successfully managed it for more than 18 years. Sarojini Mahishi was a minister in the central government, a professor, a journalist and a literary figure. She was active in various fields including embroidery, folk literature. She has written several books. Hers was a well-known name from Delhi to the villages of north Karnataka. She died in 2015 (Rao, Nagamani. S, 2012).

A.G.Seetalaxmi

A.G Seetalaxmi entered journalism profession during 1970s. She was writing column for *Prajamata* weekly from Madras. Her column ‘Pondi Bazar’ related to cinema was most popular during those days. Seetalaxmi was also the editor of *Cine Prabha*, a film fortnightly published from Bellary in 1954. She was the Sub-editor of *Samyukta Karnataka* in Bangalore (Rao, Nagamani. S, 2012).

Kamaladevi Chattopadhyaya

Kamaladevi was born in Mangalore on 1903. Her father, Ananthaya Dhareshwar was the District Collector of Mangalore. She took a leading part in the freedom movement in Bombay in the decade of the 30s. From then onwards Kamaladevi came in contact with all national newspapers. Right from Syed Abdulla Brelvi of Bombay Chronicle, Kamala

knew all the important journalists closely. She was writing regularly to both the daily and weekly editions of Bombay Chronicle.

She was contributing articles to the socialist party's *Congress Socialist, Free Press Journal, Bharath Jyothi* (1944-45) and B.K Karanjia's *Blitz* weekly. She was the president of Karnataka Newspapers and Publications. She also started a weekly *Jagriti* from Bombay. Subsequently, it was converted into the mouthpiece of the Socialist Party. The well-known editor Khadri Shamanna was its editor. Kamala Devi used to write regularly to the *India Weekly* published by Smt. Kusum Nayyar and also to the *Indian Express*.

Most of the pre-independence publications were born to oppose British rule. It was natural that they mostly contained political news and the atrocities of British rule. But *India Weekly* was totally a different one. This weekly which was published from Mumbai used to contain material concerning education and culture. Kamala, who was the President of all India women's conference used to write specially on problems related to women. She was taking active part in the political arena also. Her name will last for a long time in Indian journalism and in world of journalistic field.

She was acted in many films including the first silent film of Kannada film industry, *Mricchakatika*(*Vasantsena*)(1931), based on the famous play by Sudraka, also starring Yenakshi Rama Rao and directed by pioneering Kannada director Mohan Dayaram Bhavnani. She has written several books. The Government of India conferred on her the Padma Bhushan (1955) and later the second highest civilian award, the Padma Vibhushan in 1987. She also received the Ramon Magsaysay Award (1966) for Community Leadership (www.indianetzone.com)

Nagamani S Rao

Nagamani S Rao pursued her Journalism course from University of Mysore. She started her career in 1957 from *Tainadu*. Later, she joined to *Janamitra*, edited by P.B. Srinivasan and worked as a sub-editor. Again she re-joined to *Tainadu* and writes many

articles on several issues especially related to women. She got the opportunity to travel many places to report news. She has covered five year plan programmes and gave a new shape to women related news. Many articles got appreciation from the editor.

When women were not considered employee of newspaper, Nagamani was the first lady who got entry into men oriented journalism profession. Nagamani was the first Kannada lady journalist honoured with Karnataka Press Academy Award. The credit of reporting from parliament news also goes to her. She moved from newspaper to broadcasting field in 1962. During those days working in 'Akashavani' considered one of the prestigious jobs in Kannada Journalism. Nagamani joined as a news reader in 'Akashavani'. Subsequently, she became an information and broadcast officer and Assistant News Editor of 'Akashavani'. Her voice was very popular among its listeners during 80s. Nagamani successfully worked in the entire department for more than 35 years.

Susheela Koppar

Susheela took journalism guidance from eminent journalists Khadri Shamanna and M. N Chodappa. She joined 'Samyukta *Karnataka*' daily to manage library work and writing articles for women and children page. She joined *Prajavani* daily as an Assistant Editor in 1964. Later she got the opportunity to go to Canada and later quit the job in 1973. Susheela was basically a writer, but in *Prajavani* there was less opportunity to write articles. But later she joined *Samachara Bharati* a national Hindi news agency as a reporter in Bangalore and subsequently as Assistant Editor. She was the recipient of Karnataka Press Academy award. Susheela has written a book on women journalists in 1985.

Dr. Vijaya

Dr. Vijaya is popularly called as Dr.Vijayamma. She entered Journalism field by contributing to the popular Kannada weekly- *Prajamatha* from 1970. She went on to secure a degree, post-graduate degree and then a doctorate. She contributed articles, essays and stories to *Mallige*. She wrote Andrew Carnegie's life story as a serial in

Mallige from 1974. She was an Associate Editor of *Mallige*. She was the Correspondent of Mangalore based coastal Kannada daily *Udayavani*.

She was the first women journalist in Kannada Press acquired star status. Vijayamma is a legend in her own right. She changed the very style of writing about cinema. She was a daring and strait hitting film journalist. Vijayamma has seen many ups and down of Kannada film industry and a great knowledge bank of Sandalwood. She is a role model for many young film journalists. She was known for talent, intellect, bravery, honesty, feminism and friendship. She was the spirit behind several important literary, cultural and social movements in Kannada. For example, Cine actor Dr. Rajkumar joined Gokak agitation and United Kannadigas movement, making the movement a success because of Vijayamma's involvement.

She is witness to and an integral part of the cultural history of Bangalore. Suchitra Film Society was her brain child. She brought the International Film Festival to Bangalore. She established a printing press, Ila Printers way back in the 1970s through she published the works of many women writers. She brought out a unique magazine *Sankula*. She was also instrumental in launching *Namma Manasa*, an intellectual magazine for women. She was the first woman to write and direct street plays in Kannada. She wrote her doctoral thesis on Sriranga, the playwright. Her penchant for picking up budding talents and nurturing them has resulted in projecting and promoting scores of writers, journalists, actors and singers. She worked full time and still had time to attend to cultural and social causes. She always showed a spirit of independence. Every time various governments offered to confer the Rajyotsava award on her, she refused (www.sites.google.com).

Dr. R. Poornima

Dr. Poornima is one of the senior most women journalists of Bengaluru. She was the first lady to acquire the editorship in Kannada Journalism. She started her career from *Prajavani* daily, as a sub editor in 1981. She has written many articles to *Sudha* a sister publication/weekly for eight years. She became Chief of the news bureau Mangalore

edition of *Prajavani* during 1996-99. She worked in night shift for the first time in *Prajavani*. Poornima later moved to *Udayavani* daily and served as its editor. She represented the language journalism team for 'Women and Media' conference held at America in 1994.

Currently she is working for leading daily 'Prajavani' as a Managing Editor. She was the responsible for so many changes and innovations in the newsroom. She has broken so many newsroom cultures like women not being allowed to do night shifts and covering political, election beat. She has written several articles, features, editorials for the newspaper. She has attended many discussions, seminars and travelled many countries. She was honoured Karnataka Press Academy and other awards.

Susheela Subramanya

Smt. Susheela Subrahmanya, born in Hassan on September 1934. She took her M.A. degree in Economics. Though she did not study journalism officially, but was interested in the profession. So she edited a popular Economic periodical '*Southern Economist*' (1962). She married to Subramanya of *Deccan Herald*. After marriage he joined hands with her in the journal work. This periodical considered a rare publication of its kind and maintained a high standard. It has a subscriber profile which includes several educational institutions, libraries, economists, persons engaged in research and the student community. This journal started with an annual subscription of Rs.10, small quantum of advertisements and with 28 pages. Now it carries an issue price of Rs. 65 and an annual subscription of Rs. 1500.

Susheela's husband Subrahmanya died suddenly before the publication reached its silver jubilee year. The entire responsibility of running the journal fell on her shoulders. Even while coming to terms with the sudden demise of her husband, she managed to run the publication without any delay or disturbance. She had experience of working in every department of the journal. She has penned several articles on economic matters and monetary affairs. She has visited several foreign countries to study new subjects and

study the technological progress achieved in the technologies connected with printing and publication.

Even after 28 years of her husband's demise, she is running the magazine with the same zeal and interest and contributing to its continued success. Her achievement in the field of successfully bringing out, an economic journal has made her a legend in her field. Commemorating her success in this field, a book on '*Southern Economist Susheela Arthakathe*' (Economic Story of Susheela of Southern Economist) was brought out in 2002. Several foreign organizations and associations have recognized her leadership qualities, individual achievements honored her.

Several eminent personalities including Smt. Sonia Gandhi, President, Indian National Congress and Dr. Veerendra Hegde, Dharmadikari of Dharmasthala have expressed their appreciation of work. She was honored with 'The Best Lady Editor' in Mumbai in 1991, Annapoorna Prathisthana in Bangalore in 1995. She has been adorned with several awards including 'Badarinath Hombale award' of 'Karnataka Working Journalists Association' in 2008. The journal, *Southern Economist* has now completed 53 years and is still running with full vigor. Susheela is entering her eighties is even now carrying the full load of running the journal confidently, competently and with a full sense of responsibility.

Gayatri Devi .N

Gayathri Devi entered journalism field in 1980 and has more than 35 years of experience. As a lady journalist she stood up to all the challenges posed and established with firmness that a competent woman can not only survive but also stand her ground, succeed and also dazzle. In the early stages of her professional life, she was assigned the work of translating news copies, for the only reason that she was a woman! Political and Sports news were far away from her desk. But she was destined to become the first lady sports reporter of Kannada print journalism. That was a rare achievement.

She has proved her mettle in various areas of journalism such as political analysis and editorial writing. She has written articles in all fields including science, commerce, politics and social affairs. She has spent 13 years working in the editorial section of *Vijaya Karnataka*. During that time, when night shift was a taboo, she was the first woman journalist to be a sub-editor in the night shift. She was the first woman chief for 'Women Supplement' in *Vijaya Karnataka* daily. Her interest in the field of sports was recognized and she was provided an opportunity to report sports events in the international arena. All others were men journalists. Men reporters were awestruck with the quality of her reporting and had to appreciate and applaud her reporting.

Gayathri and her journalist friend R. Poornima were jointly responsible for many innovations and changes in newsroom. This resulted in many assignments, which were only for men were thrown open to women journalists. There was a time when election surveys were exclusively reserved for men. Gayithri did not hesitate to sit on protest to break this monopoly. She succeeded in her efforts and made a name for herself. She got the coveted Karnataka Press Academy and Kalpana Chawla awards for her achievements in the field of journalism. She has actively participated in the field of women's enlightenment. She started a pro-woman periodical called *Achala* and has successfully edited it for over 22 years. Gayithri Devi worked in all the areas of journalism profession.

K.H Savitri

Savitri has started her career from *Samyukta Karnataka* daily. She was reporting political and crime news. She has showed that women are able to report any kind of news during those days. During Cauvery Water Controversy, Urdu Language Controversy time she has reported courageously without hesitation. She was also worked as editor of *Karmaveera* Weekly. Later she became the managing editor of *Samyukta Karnataka*. After many years she took over the non-fiction post from 'Janasri' Kannada news channel for a few months of time.

Dr. T C. Poornima

Dr. T.C. Poornima started her journalism career in 1987. After completing B.Sc, and M. A. degrees, she completed Diploma in Journalism. She obtained her Doctorate from the Kannada University, Hampi for her Ph.D thesis on ‘Modern Communication Media and Development of Kannada’. She entered as the first lady in the Indian News Division which was full of male counterparts. She was the only lady among a workforce of twenty five. It was a challenge she took upon herself. She did not seek or crave for sympathy. She wanted to meet the requirements, the job called for. Her maiden posting was to the Kannada periodical *Yojana* as a sub-editor published by the Central Government on behalf of the Planning Commission.

As she hailed from Mysore, Bangalore was totally new to her when she started her career. She had to manage all the tasks in bringing out *Yojana*’ involving interviewing people for the paper, writing articles for the paper, translation, getting material translated with the help of others in the ministry, publishing, collection of advertisements and editing copies all alone. She had to follow the instructions issued from Delhi. She has worked in ‘Doorsarshan Chandana’ Bengaluru, has worked for the cause of women. She has also served as news editor in the ‘All India Radio’ (Akashvani). She has held various positions such as News Editor of Bangalore Doordarshan kendra and Assistant News Editor of Press Information Bureau.

Her other attainments are membership of various boards of journalistic studies of several universities, guest faculty in Journalism. She has brought out 22 works on poetry, translations, essays, research studies, children’s literature and biographies. Currently she is working as an Assistant Director for Directorate Field Publicity Mysore (DFP).

Venkatalaxmi V.N

Smt. Venkatalakshmi is a well-known print journalist, who is serving in journalism field more than 20 years. Hailing from Mysore, she studied Botany and English Literature from University of Mysore. She worked as a lecturer for some time in Mysore. Her stint in journalism started with the Kannada monthly *Bhavana* in Bengaluru. She was heading

the women supplement in *Vijaya Karnataka* for 12 years. She was a coordinator in the compiling of *Jnana Kosha*, an encyclopedia of knowledge in Bengaluru. Currently she is serving as a supplement head in *Vijaya Karnataka* daily in Bengaluru.

C. G. Manjula

Manjula is one among the leading women journalists and columnists from Bengaluru. She joined *Prajavani* in 1982 after completing her education. She worked as district reporter for *Prajavani* and *Deccan Herald* in Chikmagalur District. She was the Assistant Editor of *Sudha*, Kannada Weekly for a short period. Presently, she is an Associate Editor and columnist in *Prajavani*.

While she was studying for her M.A. in English, she was working as a librarian in the evening college. She made a habit of writing based her own inspiration to enter journalism. Before stepping into the field of journalism, she worked for some time as a lecturer. Then she was writing articles to newspapers on the problems of women and students. Later she chose the profession of media, giving up Government employment. She was discouraged, dissuaded and ridiculed. But she remained undaunted, went up the professional ladder, learning at every stage. Now, she stands as a role model for aspiring women journalists.

U.B Rajalakshmi

Rajalakshmi did her MA in Kannada from University of Mysore and later obtained diploma in Journalism. She started off her career in Journalism in 1983 as a reporter at *Mungaru*, Mangalore and *Times of Deccan*, Bangalore serving right up to 1987. She is an erudite executive editor of *Taranga* Kannada weekly published by the Manipal Media group. She joined Taranga weekly as a sub-editor and later become its Associate Editor in 1987. She was promoted as its Executive Editor in 2004. When the Udayavani group launched the children's fortnightly magazine *Tunturu* 1998; she was entrusted with the complete charge of running it, which she handled for nine years.

Rajalakshmi's published works include the biography of veteran writer Koradkal Srinivas Rao and *Udupi Aduge*, a recipe book published in Kannada, English and Braille. The latter has been highly acclaimed by critics and is thought to be the only book of recipes to be brought out in Braille for the benefit of the visually impaired. *Noopura*, a collection of human interest narratives and *Shankhanaada*, an introduction to pilgrimage centres have also been best-sellers. She has been gifted with other talents too. She is well-versed in Bharatanatyam and Carnatic music. She worked as the Dakshina Kannada correspondent of Udaya TV in 1998. She has also produced several TV documentaries. Rajalakshmi has very deservedly bagged some prestigious awards like Karnataka Madhyama Academy Award (2009-2010) and Patil Puttappa award for achievement in journalism (2011). (www.mangalorean.com).

Pratibha Nandakumar

Pratibha Nandakumar is one of the very few women columnists in Kannada. She has obtained M.A in Kannada from Madras University with Gold Medal and an M.Phil. Even though she is very well known as a columnist, she has acquired varied and vast experience as a freelance and working journalist. She prefers to be called a columnist. More than 25 of her works have been published including her autobiography *Anudinada Antaragange*. They also include more than 10 collections of poems, two collections of short stories, two compilations of her columns.

Virtually, the credit for her entry into the journalistic field should go to Dr. Vijaya. Later she was contributing articles to Lankesh *Patrike*. Lankesh gave up his own column 'Nimmi' to Pratibha. For full five years she wrote under the name 'Prathi-Dhwani' (echo), on several matters freely and boldly which many times covered the intimate lives of several persons. Subsequently, Pratibha joined Agni Sridhar's *Agni* as an associate editor. After several years of experience in Kannada journalism she joined English newspapers and worked for *Indian Express* and *Deccan Herald*.

Asha Krishnaswamy

Asha Krishnaswamy is a prominent name among the experienced English women journalists in Bengaluru. She is working as a journalist in *Deccan Herald* since 1994. She worked in many areas such as education, industries and enterprises, legislature, budget and elections. She completed her M.A in English literature and obtained MAJM in journalism and Mass Communication. She got Harry Britain Commonwealth fellowship due to her attainments in the field of journalism. She was one among the 12 who were selected from 54 Commonwealth countries. She has struggled rigorously to reach the present stage. She got opportunities to report crime beat.

She has not only worked in Karnataka but also in foreign countries. She has visited Kulalumpur, Singapore, Philippines, Taiwan, Shanghai, Brazil, and South Africa for reporting. Presently, she is the head of Political Desk in *Deccan Herald* and she is also a Special Correspondent. She has also served in All India Radio as announcer on part time basis. Even though she is a journalist in English language, she has a good command of Kannada.

Sandhya Pai

Sandhya Pai, the present Editor of *Taranga*, is actively involved with Manipal Group, over the past few decades. She is the only Editor for three leading Kannada Magazines such as Taranga, Tunturu and Roopatara. Manipal Media Network has created big name in the state through their various print journals and electronic media. Her husband Satish U Pai is the Managing Director of the same group.

Her editing skills also come to the fore with special supplements of *Udayavani* daily and *Tunturu* the children's fortnightly. She proved her mettle in her very first venture in the electronic media. She has written and directed the 252 episodes of 'Bidige Chandrama', a tele serial which was telecast on 'Etv Kannada'. Her serials 'Bidige Chandrma' and 'Guptagamini' have bagged an astonishing eight awards instituted by 'Aryabhata' cultural organization. Sandhya Pai has won several prestigious awards for her contributions to the entertainment industry, journalism and social achievements. Some of them are as

follows: 'Attimabbe award' for her remarkable contribution to journalism. She obtained Karnataka Press Academy award in (2006) for her achievements in the field of journalism (www.daijiworld.com).

Sudha Hegde

Sudha obtained post Graduate Degree in Mass Communication and Journalism and started her career from Prajavani daily. She is in the field for the last 30 years. She worked for *Prajavani* as a sub-editor and senior sub-editor. Her professional life took her to the fields of rural reporting, general desk and regular reporting and internet edition. She had the privilege of working as a district reporter in Mysore for over six years. Her career was not confined to the state boundaries. On special occasions, she had the privilege of covering national as well as international assignments.

Sudha has written more than 4000 articles on social problems, commerce, sports, health, education, cinema, politics women issue and, life styles. She was contributing article to *Prajavani*, *Sudha*, *Mayura* and *Deccan Herald*. She has to her credit several literary pieces in the form of humorous writings, articles in the lighter vein and short stories. Currently she is the News Editor of *Sudha*, a sister publication of *Prajavani*.

Saraswati Jagirdar

The name Saraswathi Jagirdar takes one to the celebrity world of films. Her name is familiar in film journalism for the last 25 years and more. She has fought many a battle to survive, stick on, manage and ultimately flourish in this field and made a name for herself. She was reporter of a Kannada periodical '*Aragini*' and has been the editor of the magazine '*Star Cinema*'. Her name is familiar to the readers of Kannada Magazine *Gruha Shobha* as a reporter. She was writing columns and articles for several years. She was nominated to the Central Board of Film Certification in 2011, which added another

feather to her cap. She writes on serious subjects and matters affecting the film industry and gives an in-depth picture of sandalwood to her readers.

Vijayalaxmi Shibaroor

Vijayalaxhmi popularly known in the Kannada TV industry as a young and energetic journalist is a post graduate in Mass Communication and Journalism from Mangalore University. Her inherent courage and dogged determination has brought her name and fame in her chosen profession of journalism. She is adept in production of Radio and TV programmes, reporting, anchoring, lending voice to the news and training people.

Presently, she is working as a reporter and managing special investigation reports under the title 'Cover Story' in 'Suvarna News Channel'. She was the special representative, political reporter since last three and half years in 'TV9'. Prior to that she worked as a copy editor and senior reporter in 'ETV Kannada', reporter in *Samyukta Karnataka* daily, sub-editor in *Janavahini* in Bengaluru and a programme executive in 'All India Radio', Mangalore. Vijayalakshmi had to confront many problems while engaged in reporting on political matters. She has a number of investigative reports to her credit. She has faced several interesting and risky events in her journey through journalism. It is not an exaggeration to brand her as a successful lady journalist with immense courage and conviction.

Shanta Tammayya

A post- Graduate in Criminology from the University of Mysore, Shantha worked as a reporter for Mysore's local paper *Sankranthi*. Later she worked as Bangalore and Mangalore editions of *Hosa Digantha* for few years. She is working as a senior reporter in the *Kannada Prabha* for the last four years. She has brought to light several scams by her serious and in-depth reporting. Her calibre as a journalist came to limelight by her reports on Tsunami for *Hosa Digantha* and reports on Madilu Kit Scam, problems faced by women prisoners, Carlton Tower fire accident, and twin bomb explosions near

Chinnaswamy Stadium, Bengaluru. She has acquired a rare expertise in reporting crime in Bengaluru.

Malati Bhat

Malati completed her B.Sc and then completed her Diploma in Journalism from the Asian College of Journalism. She started her career in journalism through *Kannada Prabha* in 2000. After few years of reporting in Bangalore, she moved Belgaum for reporting. Malati covered crime, politics and election surveys during her professional journey.

Later she joined Prajavani daily. Her articles on issues concerning women in which she has deep interest are published in the 'Bhoomika' supplement. She is the recipient of several awards for her articles on social concerns. She got the Charaka award for her article on malnutrition which is a major problem in our country. She had the privilege of working with giants in Kannada Journalism like Y.N.Krishnamurthy, popularly called as YNK. His style of work and guidance are her inspiration.

Radha Hiregoudar

Radha Hiregoudar is familiar for Public TV viewers as she conducts live programmes on political issues and sports. She is the Prime-Time news presenter at Public TV. Hailing from Karwar she did her graduation from Dandeli and Bengaluru. She continued her interest in sports and went up to the national level in Kho-Kho and Cricket. The girl who had thought sports was to be her entire life, married her childhood friend Naganagowda Hiregoudar and bid adieu to sports. Later she joined the *Karavali Munjavu* published from Karwar and later continued her professional career in 'Udaya TV'. Subsequently, she joined 'Suvarna News' Channel as a journalist and anchor. Now she has emerged as an all-rounder and capable of taking up any assignments. She has several awards to her

credit. She is able to handle political discussion on live. She is the only lady anchor who is boldly participating in all kinds of political issues.

Suchetana Naik

Suchethana, hailing from Sirsi studied law but entered journalism by choice. She is a senior reporter in *Prajavani* since 2002. Seldom, lady journalists are assigned the work of reporting court proceedings. But her degree in law enabled her to get this prestigious assignment for the last 10 years. She has penned more than 500 special articles on legal matters for *Prajavani*, *Sudha* and *Deccan Herald*. She has written more than 100 articles on trials, tribunals, suffering and exploitation of women. She got first rank in B.A from Karnataka University and is a gold medalist. She is not just an accomplished journalist, she is much more. She received many prizes and awards. She was awarded the ‘Karnataka Media Academy’ award for 2011. Presently, she is heading the ‘Karnataka Darshini’ supplement of *Prajavani* Daily.

Rashmi Kasaragod

Smt. Rashmi is basically hails from Kasaragodu in Kerala. Her interest was in journalism. After her studies, she worked for a year in Chennai, in ‘Web Duniya Portal’. Later she joined *Kannada Prabha* and is a senior Sub-Editor in the Online Division. Whenever she finds time she indulges in blogging and writing poems.

Radhika Rani

Radhika has conquered the hearts and minds of TV viewers by her pleasant talk. Her professional journey started from ‘ETV Kannada’ Channel. She worked as a copy editor and news reader for about five years. She made a name as a news reader. Later she shifted to TV 9 and continued her journey in journalism. She became a senior producer and anchor. She interviewed several prominent persons and dignitaries. She worked in almost all areas of the news channel and gained vast experience.

She conducted a unique programme called Ladies Club, designed especially for women, and it was an astounding success. Another popular programme was 'Jeevana Chakra' which consisted of direct relay of cultural programmes. Born in Kolar, Radhika Rani obtained B.Com, and she stepped into the field of journalism by her own interest. She got an opportunity to work as an anchor of 'Tv9' Channel. She has successfully handled various types of news and live broadcast. She is married to TV journalist and Editor Ranganath Bharadwaj.

Veena Poojari

Smt.Veena Pujari obtained her B.A degree and Masters in journalism from Karnatak University. She was a familiar face of an anchor person of 'Etv' for a long time. Later she shifted to 'Janasri' Channel as a senior newsreader. She has participated in live news presentation, live discussions, voice-over and several other programmes. Several honors and awards came to her.

Aruna. C

Aruna has obtained diploma in journalism from Bharathiya Vidya Bhavan in Bangalore. Aruna has over 15 years of experience as a journalist. She started her professional journey in 1984 from *Mallige*, a Kannada periodical. She had to undergo humiliation, discrimination and intolerance from her men colleagues. But she was not dissuaded or disturbed. She started her career from *Mallige* to *Gruha Shobha* as a cine journalist. Her mentor was Dr. Vijayamma. She has written about several developments in the cinema field, ups and downs, rise and fall of several actors and actresses having seen them from very close quarters. Many senior actors and actresses are her close friends now.

As a publisher she has published more than 20 books under the 'Aavi' publishing house. She has undertaken multifarious responsibilities in printing houses, advertisement firms successfully. She translates from Hindi and English to Kannada. She has successfully conducted many programmes on family, health, psychology, science and cinema, live and recorded for radio and television.

Bharati Hegde

Bharathi Hegde studied Diploma in Journalism from 'Bharathiya Vidya Bhavan' in Bengaluru. Later she joined *Kannada Prabha* as a copy editor-cum-reporter. After working for four years, she joined *Udayavani* and worked in the supplement section. She worked as a Guest Lecturer in the Government Arts College, Bengaluru. She served as a programme producer in 'Dooradarshan'. Later shifted to *Hosa Digantha* and was the head of supplement section. She rejoined *Udayavani*. Since last three years she has taken the entire responsibility of 'Lalitha' a supplement dedicated for women in *Vijayavani*, yet another leading Kannada daily.

She has evinced keen interest in development of women, journalism and reporting of human interest stories. She got the Media Academy Award for 2010 for her achievements in journalism. In the same year, she was awarded 'Yajaman Narayanappa Krishi Patrikodyama Award' for her agricultural related article. (An award instituted to commemorate 'Yajaman Narayanappa' in the subject of Agricultural Journalism).

D.Yashoda

Yashoda is a post Graduate in Kannada literature and obtained Diploma in Journalism from Asian College of Journalism. After completing her studies, she worked for *Kannada Prabha* for 13 years and now she is Co-Ordinator of Studies in 'Madhyama Bharathi' of 'Bharathiya Vidya Bhavan'. To the readers *Kannada Prabha* Commerce and women's supplements, the name Yashoda is a very familiar. Her column 'Khas Bath' (Money-Talk) in commerce supplement and her column 'Dhana Kanaka' in the women's section had a large and wide readership.

Her column 'Dhana Kanaka' was pertaining to women who had become entrepreneurs and acquired financial power. A collection of such articles is published under the title 'Powerful Lady'. She has authored some books on journalism. She was awarded the Rotary Club's 'Women of Substance Award, for service to the profession of journalism and 'Ladli Media Award' by the Network of Women in Media.

Suguna

Suguna's face is also familiar one for film news viewers of 'Suvarna News'. She was identified with film reporting in 'TV9' Channel for seven years. With this she created a special position for herself. She joined TV9 Channel after completing her studies in Electronic Media in Journalism from Bengaluru University. She has developed several programmes connected to films. She also worked for a year in Raj Music Channel. Later she shifted to Suvarna Channel. She is the chief of Cinema Bureau. She became famous through the special kind of celebrity interview called 'Straight hit Suguna' in Raj Music. Even on the screen she has acted as a journalist in some Kannada films such as 'Anu' 'Jogayya' and 'Mylari'. She has been appreciated for her professional approach to journalism by veteran cine artists.

Neela M.H

Neela is serving in *Prajavani* for the last 17 years. She hails from Mysore and Postgraduate in Mass communication and Journalism from University of Mysore. She worked in a local newspaper for some time and later joined *Prajavani*. She worked in *Prajavani* as a sub- Editor and reporter. She got a transfer to Chikmagalur where from she reported on Naxalites, environmental and development related matters.

Neela takes the stand that women journalists should not seek any special consideration on the ground of being women and work like any other male employee. According to her, if women take such a stand and stick to it, there will be less of discrimination. She is a bold and courageous journalist. She is very sad about the exposure in the media about private matters of those in public life. In her view every day is a challenging day and every news is challenging in its own way. She is married and continues to carry on her work as a journalist seriously while managing a family and children. Presently, she is a senior Sub-editor and a senior reporter in *Prajavani*. She has written more than 200 articles which have been published in various magazines like *Mayura* and *Sudha*.

Punyavati

Hailing from Bengaluru, Punyavathi joined *Vijaya Karnataka* daily as a computer operator. Due to her inherent interest in journalism she started writing to newspaper. It made her to enter the journalistic field. She is working for *Vijaya Karnataka* daily as a sub editor and reporter for the last ten years. After joining the journalism profession she has completed her post-graduation in Mass Communication and Journalism from University of Mysore. Punyavathi travelled to other places to cover special news. She was honoured 'Karnataka Working Journalists Award', in 2013, but she refused to accept the award.

An extensive review of literature on women journalists in the international and national level is furnished in the next chapter.

CHAPTER-III

REVIEW OF LITERATURE

Review of literature is a part and parcel of any research study. It is considered as the most important aspect of the work. It gives an insight into relevant previous studies on the thrust area of research. This helps us to analyze the status and condition of women journalists from different geographical backgrounds, both in India and abroad. Before starting work on the subject or on the research area, it is necessary to make an in- depth analysis of the thrust area.

The main purpose of the review of literature is to study the complete details, data, country, and the working area of journalists from different media. It also includes the researcher's views, area of study, and a range of analyses. The Indian press has more than 235 years of glorious heritage. It has come of age, and several studies have thrown light on the various issues of women journalists in India, and from different parts of the world.

Though, women issues and rights are discussed every day, it is still complicated. Until women journalists get an equal voice and equal treatment within the media organization, they cannot achieve complete empowerment. Women journalists are facing many problems in the media, but it is more in the regional media. Hence, the present study assumes greater significance. Many scholars, researchers, and journalists have conducted many studies on various issues like the media profession, treatment of women, the problems and status of women journalists, and many more. These have been specifically reviewed here to get a picture of how various scholars look at these issues.

3.1 International Studies

Golam, R. M and Sultana, A (1980) in their research paper revealed an interesting fact that out of thousand people, only a few dozen women journalists were working as sub-editors, assistant editors and feature writers in Bangladesh. Women were given less representation in the profession. This study also looked into the status of women

journalists in media. Women were not assigned night shifts and outdoor assignments. The study also identified the fact that even the largest circulated daily newspapers did not employ a single women journalist.

UNESCO (1980) in one of its earliest world communication report described women journalists were not in senior positions and were apart from any decision- making. This study was conducted in countries like Canada, Ecuador, Egypt, India, and Nigeria. This study thoroughly discussed the status of women journalists in various countries.

Gallagher, Margaret (1981) in her book gave a detailed picture of women journalists in the American media. It discussed the status, conditions, and portrayal of women in the newsroom. The study also looked into the women journalist employment in the media on a global scale. There was gender difference statistics across regions, unequal pay, and obstacles to equality in financial rewards for women around the world. It also stressed on other aspects such as anti-discrimination policies and economic downsizing of female workers in the workplace.

Weaver, David H (1981) in his book discussed the status of women journalists in 21 different countries of the world. This was one of the most important works on the status of women journalists around the world analyzed by the 'International Association for Media and Communication Research'. This study explained that the percentage of women journalists employed in Australia, China, Hong Kong, and US was only 33 per cent. It highlighted that women were equal to their male counterparts in Finland and New Zealand. The study also identified the practice of discrimination of salary for women journalists in comparison to their male colleagues.

Hosley, David H. and Yamada, Gayle K (1987) in their book narrated the struggle of women journalists from the year 1920 to late 1980s in US broadcast journalism. The book highlighted that woman journalists were neglected in the broadcast media. They faced pay disparity, ageism, and sexual harassment, directly or indirectly. It also touched on complex issues like the impact of the Civil Rights Act of 1964 and the Federal

Communications Commission's (FCC) decision to mandate affirmative action programmes to remedy past discrimination. The study found that the number of women journalists in the broadcast media was less.

Abraham, Amrita (1988) in her research paper has given a detailed account of the deliberation of International Seminar on Women Journalists conducted by the Beijing Women Journalists Association (BWJA) in Beijing. It highlighted the specific aspects of working women journalists' issues. The paper also mentioned that even though a small set of women were working in the journalism field; there is enormous career opportunities for such journalists. It found that most women journalists restricted themselves to women related topics or desk work.

Camargo, Nelly D (1989) in her research article found that most of the radio stations in Ecuador had no women; about 90.00 per cent of the total workforce were males. The study also identified that women were not in the decision- making position because in Ecuador, they could not spend money without their husband's permission.

Creedon, Pamela J (1989) in her book discussed about the gender values in mass communication between men and women in American media. This study highlighted that the ratio of female studying journalism was more, but their number was less in the print and TV media. It also looked into gender discrimination and challenges in the journalism career from a feministic perspective.

Irukwu, Enoch (1989) in his research article highlighted that every rule and structure was equally applicable to both men and women in the Nigerian media. The number of women journalists was low compared to men, but still they held senior positions.

Moslem, Shima (1989) in her research paper highlighted the participation of women in Bangladeshi journalism and the image of women journalists in the mass media. The study was based on a survey of 20 women journalists and the content analyses of four national dailies. This study attempted to ascertain the position of Bangladeshi women journalists in the print media, particularly newspapers.

Doyle, Mary (1994) in her research article investigated the problems and status of women journalists in North America, and in the developing world. The study showed that very less women were working in the reporting sections. They faced gender discrimination as well as sexual harassment. The study disclosed that women were forced to the news desk and received low wages compared to men counterparts.

Karen Ross (1994) in her research paper has thoroughly investigated the access of women to employment in journalism and communication fields. The study was conducted during 1988-1991 in seven countries Bangladesh, India, Indonesia, Malaysia, Philippines, Sri Lanka, and Thailand. The study revealed that even though women were getting educated in communication, when it comes to employment in that field, their number was very less. Women were not promoted to senior levels in the media organizations. A very few women were working in the editorial section.

Kiai, Wambui (1994) in her research article found that only 10.00 per cent women journalists were working in the print media. In comparison, more women employees were to be found in the broadcast media, but in a lower position to male employees. The study also found that there were many sexual harassment cases in the Kenyan media. Women journalists reported that they had to contend with vulgar remarks and unsavory messages on their computers. Late night shifts, no recognition for their work and lack of management training were some of the major problems highlighted in the study.

Lumsden, L (1995) in his research article observed the concept of gender and women journalists in the 1920s and 1930s in the United States. This study highlighted the struggle and major outcome of women journalists in the male- dominated news media. It also discussed wages, assignments, and other benefits.

Miller, P. and Miller, R (1995) in their research article focused on sports journalists and their working conditions in the U.S. media. The article also threw light on the sexual harassment of women journalists in the newsroom and outside. The study revealed that nearly four out of five women journalists were into reporting; news gathering, and news

writing, while seven out of ten were into editing, three out of ten were working in senior level positions.

Schult, Lucia (1995) in her report highlighted the gradual increase of girls getting an education in journalism, but faced prejudice and stereotypes while seeking employment. Hence, there were limited numbers of women working in this field. It also said that media portrayed women as weak and helpless creatures.

Smith, D. and Harwood, K (1996) in their research article found that women journalists in radio were not trained in their profession when compared to men. Most of them were youngsters and had entered the broadcasting field by chance. This study also indicated that women did not stay long in the profession because of lack of professionalism. This article also looked into promotion, wage scale, and access of senior posts in broadcast journalism.

Bathla, S (1998) in his study found that women issues were predominately event-oriented in the press coverage. Major stories were on violence and crime. The study also analyzed many factors such as news sources, role of women journalists, gender differences in reporting, and lack of coherent media strategies by women organizations.

Krishnan, Vijaya (1998) in his article discussed the underrepresentation of women and minorities in the Canadian media. This article found that the participation of women in the labor force has doubled between 1961 and 1991. It had increased from 29.00 per cent to 58.00 per cent. It also identified that there was a rapid development in the socio-cultural and demographic profile of women, including media professionals.

Ahmar, T (2004) in her research article opined that in the 54 years of the history of Pakistan, no woman has ever been the editor of an Urdu newspaper; only two women had been the editors of English daily. New private television and radio channels employed young women as reporters and DJs, and did not go beyond that.

Bruin, D.M (2004) in his research paper highlighted the representation of women and the baseline information on the media organization in the Caribbean region. The study showed that most media organizations consisted only men and the percentage of women journalists was very less. It revealed that there were no women at the senior level or senior management posts. There was a numerical gap between male and female journalists. The fact remained that it was dominated by men journalists. The study points out towards the underrepresentation of women in the media.

Bruin, D.M and Karen R (2004) in their article focused on the position given to women journalists in the American media. They also analyzed gender issues, identity of women in the newsroom, newsroom culture, and behavior of men and women journalists in the media organization. The study indicated that women with a journalism background were not in powerful or decision- making positions.

Chambors, D. et al (2004) in their book records a rich and comprehensive analysis of the role and status of women journalists in the United State and Britain. It focused on the struggles of women journalists to earn a reputation in the journalism profession. The study found that there was gender imbalance in mainstream newspapers, radio, and television channels. Women journalists making a mark in every field of journalism, but still there was a big gap in the numbers.

Mensah, Opoku (2004) in his research paper shed light on the difficulties faced by women journalists in African countries. The study exposed the fact that sexual harassment and gender inequality were common in most of the African media. It also focused on the roles handled by women journalists in the newsroom.

Gertrude Robinson J. (2005) in her book has given an international perspective and documented the findings of several journalistic surveys in Canada, USA, and Europe. It was primarily based on Robinson's earlier surveys of Canadian journalists during the 1970s and 1990s. It focused on the problems of women journalists through a feminist

perspective. It also discussed about the various professional roles, aspirations and job satisfaction of journalists in media.

International Federation of Journalists (IFJ), (2005) in its report mainly focused on journalists and gender issues in the workplace. It addressed the media organizations, professional associations and journalist's unions to contribute to the goal of gender equality, both in the coverage of news and within the newsroom. It has also observed that, this was not an easy task when men journalists are having fixed prejudices on women and women issues. It has suggested for measures to contain gender bias and work inequality in the newsroom.

Miloch, Kimberly et al (2005) in their research article investigated the present status of women journalists in sports journalism across the United States. The study examined the job status of women, barriers for entering the field, and opportunities for younger journalists in the news section, especially in the sports department. It revealed that many women journalists faced discrimination and were not allowed to cover most of the sport assignments. The findings suggested a lot of improvements to be made towards gender equity.

Rush, Romana and Sarikakis K (2005) studied the status of women journalists in the communication industries and university faculties of the United States. This national level study found that there was gender inequality in communication industries.

Martinson, Jane L (2006) in her book discussed the entry of women into journalism, early challenges, and the status and problems of women journalists in the United Kingdom and the United States of America. It focused on gender discrimination, and values and opportunities for women in print, radio, and electronic and online media. Most women worked under pressure and had to deal with sociological problems such as odd timings, family, children, and household work. It also highlighted the plight and struggle of women journalists.

Beam, R. A (2006) in his article focused on the socio-demographic profile, job satisfaction, and working conditions of women journalists in the United States. The study highlights that women journalists face sexual harassment in most of the media organizations. It also explored gender issues and under representation of women journalists in various media organizations.

Orlale, Rosemary O (2006) in her article pointed out the role of the African media in the struggle against gender equality keeping in mind the agenda set at the Nairobi conference with regard to transforming attitudes and creating more space for women in the media. The purpose of the conference was to create a proactive agenda for working women towards gender equality.

Pierre, Monika D (2007) in her research article analyzed gender perspectives in the field of journalism in Sweden. It is not controversial to assert that journalism, historically speaking, evolved as a male- dominated field. This article explored the issues of power and gender in Swedish journalism from historical and feministic perspectives.

Ruby, Jenny (2007) in her article pointed out that very few women were working in mainstream media and there was still male dominance in the U.S. media. It found that most of the media organizations were controlled by men. The number of women was very less in senior positions. This study found that most of the sport channels telecasted only male- oriented sports all day and these were covered by male journalists.

Sakr, Naomi (2008) in her research paper assessed women's personal and political status in Saudi Arabia. This paper highlighted that there was a big increase in women's visibility in the Saudi media in 2004-06, but no improvement in their working status. Most of the women identified in the electronic media were as news readers, but not as parliament and business news reporters. This study suggested that a lot of changes and improvements should happen for women participation in the media as well as in the parliament.

Vochocova, L (2008) in her research paper revealed that very few women journalists were decision makers in the Czech Republic. There was a lot of gender difference and discrimination in the news media, including the press. This paper revealed that sexual harassment was common in most of the news organizations.

Reinardy, S (2009) in his research article is based on a survey on 715 US newspaper women journalists. The study examined burnout and job satisfaction among female journalists and life issues such as work, family, organizational support and career expectations. It revealed that women reported higher levels of exhaustion and lower levels of professional efficiency in compared to their male counterparts. This study found that about 30 per cent of the women journalists intended to leave the field. It also found that family conflicts and overload of work had a negative effect in the increasing burnout of female journalists.

Shabir G. and Aqdu, N (2009) in their research article focused on women journalists' skill and expertise in Pakistan. This study revealed that there was a bright future and scope for women journalists in the Pakistani media, but most of the women journalists working in reputed sections were not highly qualified.

IWJ Report (2010) has collected opinions from women journalists throughout the world. Women journalists belonging to different media shared their experiences here. The report showed that women faced different kinds of problems at their workplace, including sexual harassments, discrimination, salary imbalances, underrepresentation in covering assignments, and prejudice against women journalists. It showed that journalists in both national and regional media still faced challenges and hurdles in the male- dominated profession.

Mahmud, Kaswar (2010) in his report discussed the impact of the first women's news agency created by him in Bangladesh. He showed how in Bangladesh women played a minor role in TV news. This agency gave training and improved women's skill to

broadcast news. He pointed out that, this agency also produced stories that would be interest to women's issues for different private news channels.

Byerly, Carolyn M (2011) in her article reported on the status of women journalists at a panel discussion conducted by the International Women's Media Foundation (IWMF). This global report pointed out that, men journalists occupied 73 .00 per cent of the top management positions. Among the ranks of reporters, men held nearly two-thirds of the jobs, as compared to 36.00 per cent held by women. Among senior professionals, however, women were nearing parity, with 41.00 per cent of the news gathering, editing, and writing jobs.

Cotter, Colleen (2011) in her research paper examined the position of women journalists, including editors, reporters, and animators with their male counterparts in United Kingdom. The study found that, since the last fifty years, the number of women journalists and opportunities had increased. Women by-lines were limited to the women's page. There were gender imbalances in many media organizations.

Steeves, Leslie (2011) in her research article talks of various issues such as women employment in media, women's access to useful information through media and information technologies, and the representation of women in the media profession. The study highlighted the portrayal of women in advertisements, entertainment and information policy from the Kenyan women's perspective.

Consulate General of the United States Report (2012) shared the opinion of women journalists' insights and challenges from across India. Many women journalists joined the consulate and discussed their career paths shared their professional challenges at work place.

Chinenye, Nwabueze (2012) in his research paper focused on the female journalists' perceptions of gender relations and under-representation in the Nigerian media. The study

revealed that gender discrimination was very common the Nigerian media. The number of female journalists was very less in comparison to their male counterparts. The study also indicated that many newsmakers were male. It was necessary to achieve gender balance, especially in this developing world.

Giulia Pozzi (2012) in his research paper provided a complete picture of women journalists in the communication sector and the position held by them in the newsroom in US media. He has made mention of gender biased attitude and policy of some of the media organizations. He revealed that 76.00 per cent of the hard beats were covered by males and 24.00 per cent by female journalists.

Marlane, Judith (2012) in her book gave a complete picture of women journalists in the television news channels of the United States. The book was built on Marlane's earlier study on, *'Women in Television' in 1976*. The author had interviewed quite a few of the same women for the current study. The present book reflected both their professional successes and sacrifices. It discussed a wide range of issues, such as looks versus ability, experience, sexual harassment and resistance to women news anchors, the difficulties of balancing work, family life, pay parity, and the willingness of women to help other women in the business. It showed that male journalists covered major news for television.

Martinson, Jane (2012) in her research paper selected seven major national dailies of United Kingdom for the study and counted all male and female bylines over a four –week period. The findings showed that over three- quarters of the bylines were male. The study revealed that including the Sunday sections while 78.00 per cent of male getting by-lines as compared to 22.00 per cent female counterparts.

Pugh, Robin Y. and Craig Dearfield T (2012) in their research study indicated the data on women journalists in the US media as well as their position in the print and electronic media. The study recorded the fact that there had been a steady increase of women journalists in the newsroom, presenting the news and sports section, in 2012.

Hardin, M. and Shain, S (2013) in their research paper mainly focused on women journalists in the sports department. The study highlighted that many news organizations in Russia did not have a single woman in the sports beat. It explained discrimination in male- dominated work places was not only the single reason; work-family balance was the barrier for them to continue their work. This paper also highlighted the point that, if women sacrificed their time and family, they could work in the sports department.

Irvin, Mariah (2013) in her research paper has analyzed the three prime time news broadcasts to determine whether male journalists reported more hard news than female journalists during the 2012 US Presidential election. The results showed that male reporters were assigned more hard news than female reporters. Male reporters covered more stories (107 stories) than their female counterparts (60 stories). It also discussed the fact that viewers would be more likely to view hard news stories covered by male reporters than by their female counterparts. There was under representation of women in most of the US media while covering political news.

Rehman, Atika (2013) in her report revealed that women journalists were harassed by male colleagues in most news organizations in Karachi. In her study, many women journalists opined that, every woman faced harassment from male colleagues one way or the other at the workplace. It also revealed that while the number of men and women in the Mass Communication and Journalism courses was almost equal, a very negligible percentage of about 02.00 percent is found in journalism.

Schmidt, Hans C (2013) in his research paper shows that the involvement of women in journalism has grown in recent years, but less number of women showed an interest in sports reporting in the United States. This study was based on university student newspaper staff members and six top student newspapers across the United States. The results of this study suggested that female sports reporters were uncommon in campus newsrooms. Further, women did not participate in other related activities such as playing sports or watching sports.

Schoch, Lucie (2013) in her research paper investigated the specificity of women sports journalistic writing in the context of the French- speaking Swiss Daily Press. The study showed that women sports journalists did not adopt the customary professional norms of this journalistic specialty. Their feminine writing was characterized by an interest in soft news and human perspective, which was different from the usual treatment of sports news, focused on facts and technical analysis, developed by the large majority of their male colleagues.

Franks, Suzanne (2014) in her article observed that there was a significant absence of women journalists in top managerial positions and the considerable differences in salaries in United States. It discussed that there was more women graduating in journalism, but their number was less in the media industry. Women were struggling to break the glass ceiling to reach the top positions. The paper also pointed out that after marriage and kids, there was less scope for women in the media organizations.

Greenslade, Roy (2014) in his article wrote on the position of women journalists in the US newsroom. He pointed out that 74.00 per cent of the news journalists on the nationals were men and they dominated women journalists in political and business reporting. The article also indicated that only 3.00 per cent of women were in sport journalism and just 25.00 per cent were on the editorial team.

Harp, Dustin et. al (2014) in their paper observed that female journalists in United States were moving beyond topics traditionally linked and were writing columns on politics and economy. However, they remained a minority, and hence women's voices are not sufficiently heard in U.S. journalism.

Marrison, Sara (2014) stated in her article that according to the third annual report of the Women and Media Center, there was gender imbalance in the US media with white men holding the dominance. There were 63.07 per cent males in the US media compared to 06.03 per cent of the female journalists assessed that the situation is still worse and

sports journalists a rare breed. A vast majority of them, about 90.00 per cent were male and 10.00 per cent were female.

Sreberny, Annabelle (2014) in her article discussed the violence against women journalists in the workplace, across the world. She focused on violence and rape incidents on women journalists in their duty. She has revealed a number of controversy case studies of the world including a photo journalist of India. She cited the example of the International News Safety Institute in Brussels, which had conducted a survey on women war reporters and found that about 30 women journalists, nearly half, had reported sexual abuse. She also identified that none of the media followed safety measures to protect women journalists on risky assignments.

Tomizawa, Yasuko (2014) in her research article found that Japan ranked extremely high in global ranking of gender inequality. Very few women were working on the editorial boards of English medical journals in Japan. It also revealed the fact that until 2010, there had been no women editors in the English language journals of the surgical societies.

UNESCO (2014) conducted a study to find out the situation and working conditions of women journalists across the Asia-Pacific region. It discussed many issues like, the number of women in decision-making positions, the issues affecting their representation, and the role that unions and associations play to improve the conditions of women. This study is aimed as proposing concrete actions to improve the condition of women journalists.

WMC Report (2014) identified that women outnumbered men in newspapers, television, online, and the wire industry in the US media. Men journalists dominated women in most sectors of journalism. The study showed that 63.4 per cent in newspapers and anchors in television were men, while, women numbered only 36.1 per cent. It also found that women journalists were more likely to report on lifestyle, culture, and health while men were more likely to cover politics, criminal justice or technology.

Women Media Centre (WMC) (2014) conducted a study on the status of women journalists in the U.S. media in 2014. This study discussed the role of women journalists in different sections of the print and electronic media. The study revealed that there was gender and racial discrimination in most of the U.S. media. About 90 per cent of the sports and political talks were handled by only white males. Most of the media needed to go a long way to achieve equality for women and equal participation in the newsroom.

Ghasemi, Asemeh (2015), in her research paper examined the status of Muslim women journalists who worked in the Iranian broadcasting media. The study was based on 30 women journalists from the broadcast media. She opined that most of the talented and high profile women preferred family first than the profession. Only middle class women balanced both work and family.

3.2 Indian Studies

Eapen, K.E (1968) wrote an article way back in the late '60s. The author conducted a pioneering study of women journalists in the states of Bihar and Kerala and the cities of Bombay and Madras. It revealed that out of 300 fulltime working journalists there were only nine women journalists. The study pointed out that, women journalists were confined to women pages or magazines sections of newspapers. Editorial or decision-making posts were not accessible to women and they rarely got rewarded for their work.

Hasan, Syed, M (1980) in his article discussed about the growth and development of the South Indian language press along with the problems faced by journalists in the regional press. The study examined the role of journalists in the development of the South Indian press. It also explained the role of the press during the freedom movement and the condition of newspapers before and after Independence.

Abraham, Amrita (1988) in her article focused on the problems and hurdles faced by Asian women journalists. It discussed the contribution of women journalists to the societies, their achievements, and the challenges and hurdles before them. It opined that

women journalist from Asian countries, including India, had a many opportunities, but very few women chose to work in the journalism profession. Equal pay, equal work, and equal opportunity were not there. Most of the women journalists were restricted to women topics and desk work.

Akhileshwari, R (1988) in her research paper presented a clear picture of working women journalists' condition in the Indian media. The treatment of women by their male colleagues, the opportunities, harassment and other issues were discussed in the study.

Akhileshwari, R (1988) in her research paper revealed about male domination in the newsroom and their prejudice against women journalists in the workplace. This article also revealed that women journalists were facing many problems like unfair treatment in assignments, wages, and discrimination by their male counterparts.

WOMAG (Women and Media Group) (1987) in this report highlighted the status and working conditions of women journalists in Bombay city. The study found that only 39 working women journalists in different media. It showed that some of the women journalists were taking the journalism profession seriously than before, especially, seniors. However, the women journalists needed to work harder to make a name in the male- dominated profession.

Eapen, K.E. and Thakur, B.S (1989) in their article showed that about 18.00 per cent of journalists were women working in Delhi and most of them were young professionals. The media organizations were not employing women because of the gender factor and to avoid risks.

Joshi, S.R (1989) in his research paper discussed the policy and women employment structures at the management level in Doordarshan. The study was based on 119 staff of Doordarshan from all over India. This article found that there were fewer women in management posts. The author opined that no woman had ever become the Director General or Secretary for Information and Broadcasting.

Abraham, Nargis (1990) in her research paper came out strongly against the gross misuse of woman's sexuality by the media, particularly journalists in the print and electronic media. This article also discussed the position and reputation of women journalists in the Indian media.

Akhileshwari, R (1990) in her research article analyzed the treatment of women journalists in various media in India. The article indicated that women journalists were well qualified and every bit as resourceful and enterprising in their work as their male counterparts. Yet, any improvement in the position of women in journalism was marginal. Women have gone abroad for higher assignments and fellowships, but men still have misconceptions regarding them and refuse to give them an opportunity. It also discussed child bearing, domestic responsibilities of women journalists, and other professional barriers.

Butalia, Urvashi (1990) in her article shed light on the role of women journalists in the media and treatment by male colleagues based on her own experience. This article discussed about male dominance and discouragement in the newsroom. She noted that the prevailing images of social reality showed women as housewives, consumers, and sex objects. Due to some women magazines, the image of women had changed. However, in the newspaper, women were still facing sexual harassment, low wages, and other problems, directly or indirectly.

Ratnamala (1990) in her article pointed out that the print media had not yet accepted women in daily reporting. The 'patriarchy', which was the predominant ideology of our society, dominated the media too. Hence, it did not accept women journalists, especially in daily routine reporting. This study pointed out that after long efforts by activists of the women's movement, media is open to women problems. Women were invited to write for special columns in newspapers. The study observed that the numerical strength of women journalists was also increasing slowly.

Sharma, R.K (1990) in his book talks of Delhi- based journalists and their entry into journalism based on their sociological perspective. The study showed that 20.00 per cent of the women journalists enter journalism because of its glamour, 31.00 per cent of them incidentally, while 38.00 per cent because of prestige and parental occupation, and only 10.00 per cent wished to serve the public. This study also discussed about professionalism and other attributes of working journalists.

Vani, C (1990) in her article provided information on the problems faced by women journalists at the workplace. This study highlighted that most of the media still did not recruit women as reporters and they were also not allowed to do the night shifts. The study discussed some negative opinions of the women towards their profession. She has identified that even though educated women had joined various journals as journalists they are not well- placed in the newsroom. She also revealed that most of the famous women's journals were founded by men and filled up by other men.

Vijayalaxmi, P (1990) in her article explained that women were no longer prepared to be exploited by men or the media. It described the stereotyped images of women projected by the media. It also discussed some misconception of men journalists in the media.

Agarwal, H (1995) in his book investigated the professional aspect and perceptions of journalists in Jaipur. This book discussed the entry of journalists, their professional background, and the process of socialization. The study pointed out those men dominated the media and women were less in number. Nearly two- thirds of the Jaipur journalists were from urban areas as against 10 per cent who were from rural areas. A majority of the journalists were in the age group of 26-30 years.

Sharma, Vichitra (1999) in her article discussed about journalists being killed and safety measures for them at their workplace. It shared many sensitive issues related to women journalists in the media. It focused on the risks and challenges faced by journalists outside the newsroom. The article also threw light on some of the facilities given by the Press Council of India (PCI) to journalists who were under some kind of threat. The Press

Council felt that most of the journalist's murder cases had remained unsolved, and thus these cases were not properly investigated. Hence, it asked the press fraternity and the public to contact the PCI office directly with any kind of information. The Chairman of PCI also directed the government to provide security to journalists who were under threat.

Akhileshwari, R (2000) in her research article looked at the women journalists' ratio and their problems in the newspapers. It focused on various issues such as gender, salary, promotion, and discrimination. She observed that media organizations were recruiting women only for desk work to avoid risks. Therefore, very few women journalists were working as reporters in many of the newspapers.

Daswani, T.C (2000) in her research article shed light on women journalists in the media as well as the portrayal of women in television programmes in India. The roles played by women in choosing the content about women issues were analyzed. The media played an important role in women empowerment, but it still projected women in a negative manner.

Chakravarty, Jaya (2002) in her book mainly focused on the impact of media on women development and the role of women in the Indian media. It contained the opinions of many professionals, researchers, and readers. Her study pointed out that women journalists were playing an important role in the development of women through their writings and subjects. It also focused on women participation in different sections of journalism.

Joseph, Ammu (2002) in her book provided a clear picture of women journalists in the English press. The study discussed the status, working condition, experiences, and perspectives of women journalists in the media. It contained responses of more than 200 women journalists from different parts of the country. It explored journalism in India through the eyes of women situated at different vantage points in the profession. The

requirements and remuneration, assignments and beats, night shifts, promotions, attitudes of colleagues, family and generational changes have also been addressed.

Joseph, Ammu (2002) in her research article focused on women participation and involvement in radio and TV journalism in India. She felt that slowly the problem of women and their struggles are being accepted by the media at large and the ratio of women journalists in the national media increased. The article also discussed about media policies and management rules and regulations. The study identified that the national media was recruiting more women journalists to senior and decision-making posts in recent years, and providing opportunities on par with men.

Women in Media (2002) in their national workshop on Women in Journalism held in New Delhi brought together more than 100 women journalists from across the country. This report highlighted issues such as gender justice, working conditions of women journalists, harassment and exploitations, labor laws, employment and maternity leave.

Rai, Usha (2003) in her research article focused on the unfair treatment in coverage of assignments, salary differences and sexual harassments in the Indian media. Generally, most of the key positions in the newsroom were headed by male journalists. The study revealed that majority of women journalists were confined to desk work. She noticed that women were not encouraged to work as reporters or to cover different beats. Women were limited to covering soft stories such as fashion shows and lifestyles.

Press Institute of India Report (2004) had conducted a study on media representatives from across the country and approached 3,500 women journalists working for 141 newspapers and publications, including several regional language dailies and magazines. The National Commission Report disclosed that women were getting a meager consolidated salary of less than Rs. 4000. Most of the women journalists from newspapers worked on a daily wage labor, without getting an appointment letter.

The study highlighted that compared to the national newspapers, the condition of the regional newspaper employees' was worse. Problems like delayed promotion, facing gender issues, no proper provision for leave, and harassments were very common in the regional media. Male bosses did not give credit for professionalism; instead, they spoke of women exploiting their gender. It was shocking to note that nearly one- fourth (23.00) per cent of the sampled women journalists had faced sexual harassment.

Bhavani D. V and Vijayalaxmi P (2005) in their research paper focused on several vital issues like gender discrimination, unfavorable treatment in salary, and insecurity of job among women journalists in Andhra Pradesh. The study revealed that although women had a good educational background, they were holding less responsible jobs in the Telugu press. Women were not given proper assignments and there was no job security for them. Many of them felt that their views were not taken into consideration. More than 50.00 per cent of the women journalists endorsed the fact that there was gender discrimination in terms of salary and promotions.

International Federation of Journalists (IFJ) (2005) in its report focused on journalists and their gender issues in the Indian media. It addressed the issues of media organizations, professional associations, and journalist unions to contribute to the goal of gender equality both in coverage of news and within the newsroom. It also observed that, this was not an easy task when men journalists were prejudiced against women and women issues. The study said that since most organizations in the world had hard news covered by men only, so firstly, journalists had to balance the gender bias and work for equality in the newsroom.

Chatterjee, Mrinal (2006) in his study discussed the overall status of women journalists in the print and electronic media in Odisha. It pointed out that the number of women journalists had increased in the media, but their talents and contributions was yet to be acknowledged. Women journalists were not fully accepted in the male- dominated media

in the state. It identified that there were more girls taking journalism course in colleges. Even there the girls outnumbered the boys.

Joseph, Ammu and Sharma, Kalpana (2006) in their book focused on women participation in journalism and communication sector, and their portrayal in English print media in India. It also discussed about coverage of gender issues and neglect of women issues by media. It examined current media coverage of women issues such as rape, assaults on women, and dowry related violence.

Joshi, U. et al (2006) in their research paper portrayed the working women journalists in the Gujarati and English press in Baroda. The study showed that women were underrepresented in the Gujarati press. It showed that women journalists faced acute problems of delayed promotion and coverage of main beats. The focus of the study was on journalists from the English and Gujarati press, and local cable and broadcasting network in Baroda.

Kataria, P (2007) in her book highlighted about the different roles handled by women in the media in India. She touched on various issues such as feminism and images of women on television, socio-historical struggle, women movements and their background. In spite of the many hurdles, the number of women journalists had gone up and they were still trying to seek the responsible posts in journalism.

Kumar, Krishna D.B (2007) in his research article mainly focused on the gender bias and disparities between male and female journalists in the mass media. The study discussed the portrayal of women in the media and their status with her male counterparts.

Murthy, D. V. R. and Anita G (2009) in their book discussed job satisfaction and the working condition of women journalists in Andhra Pradesh. This study has pointed out many issues of working women journalists such as professional problems, job satisfaction, family, salary inequalities, and domestic responsibilities of women

journalists. The study found a total of 145 women journalists working in different media organizations in Andhra Pradesh.

Kapoor, R (2011) in his book focused mainly on the portrayal of women journalists in the print media. The study pointed out that the journalism profession was no longer a men- dominated domain. There were many opportunities, but women were not ready to accept the challenges. Further, they did not wish to continue in the profession because of family reasons. The study also indicated that newsroom hurdles like gender discrimination and prejudice were still alive in the print media.

Tomar, Ranu (2011) in her research paper explored the struggle for gender justice and bridging the gap between the social identities of women and men in the Hindi newspapers of Delhi. The study focused on issues affecting the role of women working in the print media. It pointed out that in the Hindi print media women were struggling to break the glass ceiling. The number of women was increasing, but they were not getting assignments of their choice. There was under representation of women in covering news stories. The study showed that women were better-off in the English media as regards salary and working conditions, than in Hindi.

Akhileshwari (2012) in her book compared the status and situation of women journalists in Indian media. It discussed about how women had made significant progress in the field of journalism over the last few decades. It was interesting to note that women journalists made a mark in the cricket world, which was dominated by men for a long time. She has narrated firsthand account of various women's issues such as discrimination and sexual harassment.

Godara, Indraj (2012) in his book threw light on the image and status of women in the print and web media in India. The book focused on feministic views about the nature of work, employment and opportunities for women journalists in different sections of the media. It identified the ambivalent relationship between women and the media.

Kadam, Ravi N (2012) in his research paper threw light on gender discrimination and exploitation of women in the workplace. It highlighted the status of women and the efforts made in the past and the present, and the necessity of women empowerment in India.

Monograph (UGC-SAP) (2012) is aimed studying the problems and perspectives of women journalists in northern part of India. The study taken up as a team work by the department of Communication and Journalism UGC-SAP (DRS-11) is in continuation of the earlier study connected in South India. The study has revealed that most of the women journalists are highly qualified, with post-graduation in journalism. They are enjoying their profession and happy with the salary too. But women journalists who are less educated face greater discrimination at the work place. The study also points out married women face greater discrimination at workplace when compared to the unmarried.

Rao, Nagamani. S (2012) in her book adds a short note on early women journalists of Karnataka. It discusses early women journalists and their entry into Kannada media field especially in newspaper and broadcasting.

Shukla, A. and Mishra, K (2013) in their research paper made a comparative analysis on prominent cases of women- related stories both, before and after the Delhi rape case. The study found an increase in the coverage of women related issues after the Delhi rape case. It had become a turning point in the history of reporting. This paper discussed on how the Delhi rape case had ushered in changes to the entire focus on women- related crimes, the positioning and prominence given to such stories as well as wanting changes that would better the current trends in reporting women-related crimes.

Yashoda, D and Adiga, Jayaram (2013) edited a book on Women Journalists in Bengaluru, an opinion piece of working women journalists in different media organizations. It contains the experiences of more than 20 women journalists working in the print and electronic media. Senior journalists from Bengaluru shared their work

experience, challenges in work, risks, their treatment by men, and other good and bad experiences in their media journey. This book also presents a picture of change in journalism and journalists in Bengaluru.

Bharadwaj, D et al. (2014) in their research paper gave in-depth details on the role played by women journalists in the Indian media industry. This study made a comparison between the status of women journalists of the past and the present. It concluded that the number of working women journalists in the media had increased compared to the last ten years in India. But women fail to have equal voice and equal work condition in the media.

Devendar, B (2014) in his research study discussed about social responsibility and the status of women journalists in Delhi – NCR (National Corporate Region). It also focused on the working conditions and discrimination of women journalists. It examined the Indian government policy to improve the condition of working women journalists in India. It showed that, family and social responsibilities were major hindrances for working women journalists in continuing their job.

Durkop, C (2014), an Australian journalist had interviewed, Rasheeda Bhagat, Editorial Consultant of *The Hindu* in connection with the rape incident of a Haridwar- based journalist. He raised many issues regarding the safety and protection of working women journalists. Rasheeda Bhagath observed that “there is no safety for women journalists at work place for some risky assignments. Most of the media organizations don’t have any committee too. There are many laws for women journalists but not implemented yet”.

Joseph, Ammu (2014), in her article found that news in all forms of the media was dominated by male subjects in India. The article pointed out that the radio was dominated by men journalists, but FM radio stations were an exception to this. More number of women was being employed by private radio station for decision- making and leadership posts. Her study compared the earlier gender studies of the Global Media Monitoring Project 2010 (GMMP 2010). She noted that approximately ten large-size FM

radio networks in the country were giving big opportunities to women. Even in small cities, women were dominating FM stations.

Naik, Manjushree. M (2015) in her study explored the status of women journalists in Kannada Press in Karnataka. The study analyzed the working conditions and other factors which have affected their growth and stability in the profession. The study found that majority of the women journalists are young but overwhelming percentage of them are on contractual basis suffering from job insecurity.

An elaborate account of the research methodology followed in the present study is discussed in the chapter IV.

Chapter-IV

RESEARCH METHODOLOGY

4.1 Significance of the study

Journalism was considered as one of the noble profession from the inception in India. This profession was predominantly dominated by men journalists. There were hardly a few women journalists working in the field. In fact, the common man was very much skeptical about journalism as a full time career. The usual saying, ‘You are working in journalism field how you manage your livelihood?’ was the general perception of the public about the status of journalism as well as journalists.

Today, media persons are respected by the public to some extent; they have also become some type of celebrities in Indian society. Journalism profession was transformed from business venture to the level of growth industry. Journalism in India was mainly confined to newspapers and magazines. The industry was expanded in different branches such as broadcasting and telecasting fields. The condition of journalists has improved a lot. And some of the national English dailies such as Times of India have heralded a mile stone by

way of encouraging young and dynamic women journalists. Today women journalists have come to stay and commanding respect in the media field.

Only a handful of women journalists who were especially committed, qualified, and deeply interested in writing have joined different newspapers in different languages in India. Some of them started editing their own vernacular newspapers. The inflow of women journalists has increased many folds after 1970's. And subsequently they have made their mark in all the branches of journalism including radio, television and web journalism. In the absence of large scale studies on women journalists in India, the present study assumes greater significance. The number of women journalists in different media organizations has undergone a lot of transformation especially in the metropolitan cities in India. It is with this goal, a research study on the overall status of women journalists is explored taking one of the leading information technology capitals i.e. Bengaluru.

Bengaluru is considered one of the most cosmopolitan cities which are sought after by all kinds of people across the country. People from different parts of India have chosen Bengaluru as their favorite place of destination. Journalistically also the city of Bengaluru assumes greater significance in terms of news generations among the other south Indian state capitals. A number of print and electronic media journalists are based and working in Bengaluru media organizations. In one sense it will present mini India feelings in terms of media representations. The city of Bengaluru is also emerging as the fifth leading metropolitan city of India. A number of Indian media organizations as well as foreign media networks have their representatives working from Bengaluru city.

There were times that women meant to be only for domestic chores. But time has changed and women have stepped out to prove her talent including media. They are pursuing this profession as a challenge and proving their potentials. When women entered journalism, they were not considered for full time employees and fixed to desk work only. Most of the media organizations were not optimistic in employing women to

the profession. But gradually with their innovative ideas, confidence, punctuality and hard work women journalists in media has assumed new dimension.

Women have entered in every field of journalism and mass communication in Karnataka. They are working in newspapers, magazines, radio stations, TV channels, online newspapers, dot com, and news portals. When women came in to the profession and they pushed for a variety of changes in journalism and news organizations. They have broken much news including investigative, politics and sports. In short, women have become part and parcel of journalism profession especially in metropolitan city like Bengaluru.

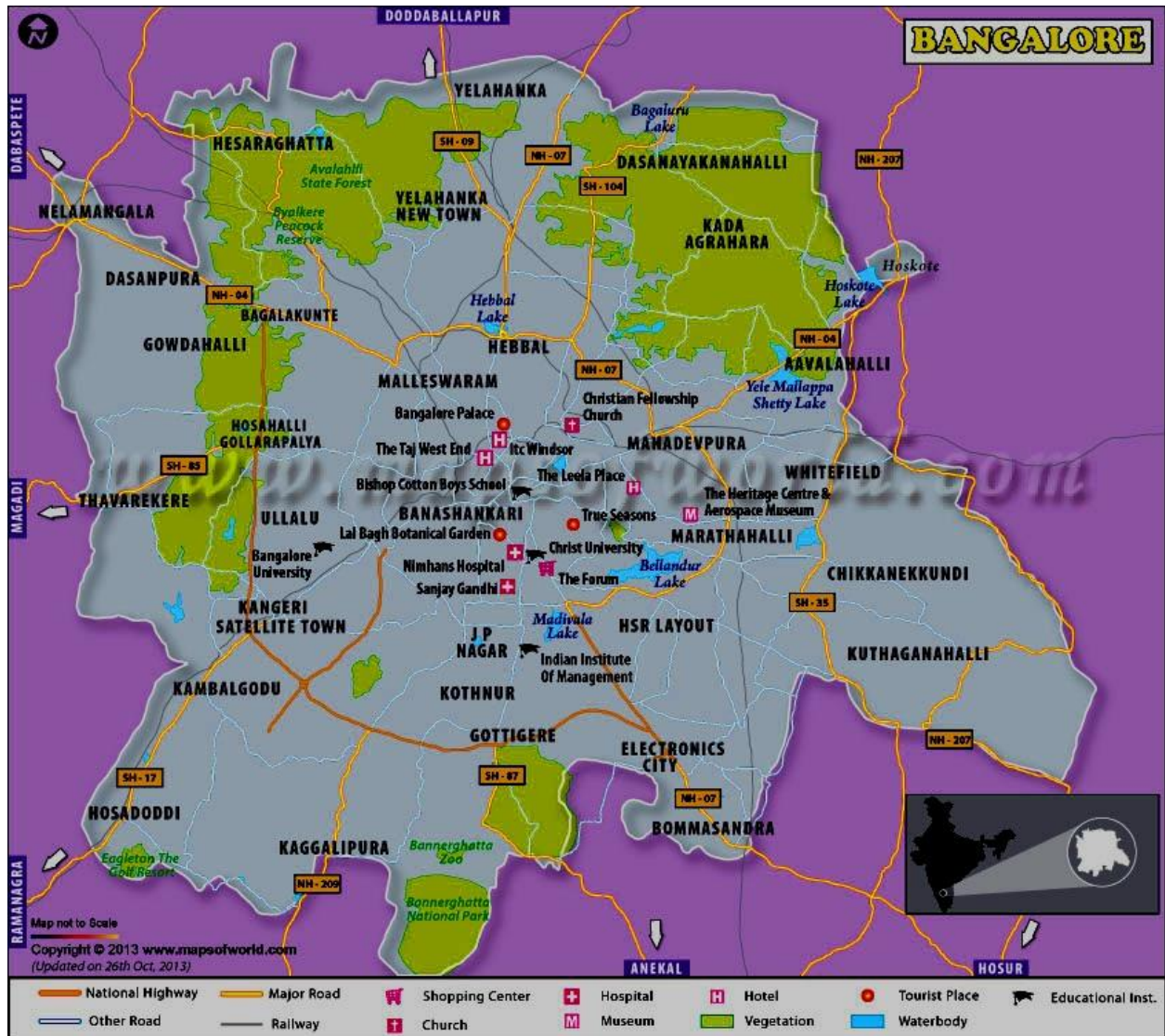
4.2 Media in Bengaluru

Bengaluru is designated as the capital of the state of Karnataka in India. The name of the city is synonymous with the IT (Information Technology) revolution in the country. According to 2016 census, Bengaluru has a population of 11,556,907. Bengaluru ranks as the third biggest city in the nation in terms of population. The city has turned into a major commercial, industrial, and cultural hub in South India. A number of nicknames are used to describe Bengaluru including the 'Silicon City of India, 'Garden City' and IT city of India'. The city houses a number of scenic parks, movie theater complexes, boulevards, and famous memorials and edifices. The city is a vibrant and fast developing city.

The various areas of the Bangalore Urban district form a significant part of the city and at the same time, the adjoining rural regions make up the rural district of the city. The city features an exciting nightlife with a host of exotic pubs. The weather of Bengaluru is truly enjoyable and as a result, Bangalore attracts thousands of travelers round the year and is a popular traveler destination in India. Bengaluru is the most cosmopolitan city which houses people from different parts of India.

Bengaluru is one of the fast growing cities in India and houses many software companies, aerospace engineering and research institutes, telecommunication companies, defense organization, real estate business, hospitals and many more. A many industries, factories, IT-BT sectors are developing at a fast pace. Since 2000 media is booming in Bengaluru. It created a big platform to journalists especially for women. Electronic sector also emerged number of private radio stations. Print, electronic, radio and online media took a major growth.

Last 15 years, there are number of newspapers, television channels, FM stations, online newspapers, dot coms are spreading news to all over the world. Bengaluru metropolitan city called IT city, garden city and people would wish like to work and settle here. Now Bengaluru also called as 'Information City'. It provides a huge opportunity to youngsters; it brought many young talents to limelight. Within a short period of time media has seen tremendous. Thousands of employees including journalists are working in media. About three dozen newspapers, television channels and radio stations are working in Bengaluru. Compared to other vernacular press Kannada language journalism, is in top most position. Even in quality wise like production and technically Kannada media stands in the forefront.



The Leading Media Organizations from Bengaluru

	Newspapers		Magazines		Online Media
1	Samyukta Karnataka	1	Kasturi	1	Oneindia.com
2	Prajavani	2	Tushara	2	Thatskannada.com
3	Kannada Prabha	3	Sudha	3	Kannadaduniya.com
4	Udayavani	4	Mayura	4	Digitalkannada.com

5	VijayaKatnataka	5	Taranga	5	Justkannada com
6	Hosadiganta	6	GruhaShobha		
7	Vijayavani	7	Vijaya Next		
8	Vishwavani		English		
	Englih	1	The Week		
1	The Hndu	2	The Outlook		
2	Times of India	3	Femina		
3	Deccan Herald	4	India Today		
4	Indian Express				
5	Bengaluru Mirror				
6	Deccan Chronicle				

Radio and Television Channels

	Radio station		Television Channels
1	Radio City 91.1 FM - Kannada	1	DD Chandana,Entertainment&News
2	Radio Indigo 91.9 FM - English	2	UdayaTV((Entertainment& News)
3	Big 92.7 FM - Kannada	3	Etv(Entertainment& News)z
4	Red FM 93.5 FM - Hindi (from Nov 2012)	4	TV9 24x7 News
5	Radio One 94.3 FM - Hindi	5	News 9 24x7 News(English)

6	Radio Mirchi 98.3 FM - Kannada	6	Suvarna TV 24x7 News
7	Amrutavarshini 100.1 FM - Classical music	7	Kasturi24x7 News
8	FM Rainbow 101.3 FM - Kannada, English & Hindi	8	Samaya 24x7 News
9	VividhBharati 102.9 FM - Kannada & Hindi	9	Janasri 24x7 News
10	Fever 104 FM - Hindi	10	Public TV 24x7 News
11	Gyanvani 106.4 FM - by IGNOU	11	BTV 24x7 News
12	CommunityRadios	12	Raj News 24x7 News
13	Radio Active 90.4 FM	13	Praja TV 24x7 News
14	Radio Neladani 90.8 FM	14	CNN-IBN (English)
15	Radio Universal CR 106.8 FM	15	Times Now (English)
		16	NewsX

4.3 Objectives of the Study

General objectives:

The general objective of the study is to asses overall status of women journalists working in different media organizations in Bengaluru. General objectives of the study are to make an in-depth analysis of the status of women journalists in India with special reference to Karnataka state capital Bengaluru.

Specific objectives:

The specific objectives of the study are as follows:

- To identify the role of women journalists in different media organizations based in Bengaluru.
- To assess the professionalism of working women journalists.
- To analyze how women journalists are treated by men counterparts in different

media.

- To understand the educational background, professional interest and employment of women journalists in mass media such as print, electronic, Radio and online journalism.
- To assess the status of women journalists, working conditions, salary patterns, job satisfaction, challenges and other official matters.
- To examine job security and working conditions of women journalists.
- To find out the different types of discrimination against women journalists as well as other types of harassments if any faced by women journalists.
- To evaluate the level of job satisfaction, attitude, perception, safety of women journalists within the media organization.

4.4 Research Design

Methodology is the most important part of any research work. It is considered as the heart and soul of a research work. The present study is carried out in two phases. Firstly, survey method and secondly, in-depth interview method is used.

4.5 Survey Method

In the first phase, the survey of women journalists working in different media organizations in Bengaluru was made. Even though the exact number of total number of women journalists working in different media organizations was not available, the researcher has made a thorough enquiry about the matter. Out of about 400 women journalists in Bengaluru, about 200 journalists were chosen by the researcher. Ultimately, the sample size of the study was confined to 160. This roughly accounts for nearly 40.00 per cent of the total women journalists /media persons in Bengaluru. Thus, the study has given proper representation to the universe.

Organizations Covered for Survey Method

Print	Electronic	Radio	Online
Prajavani	DD Chandana	Akashavani	Thatskannada.com
Udayavani	Udaya TV	Radio city 91.1	Oneindia.com
Vijaya Karnataka	TV9	FM Rainbow	
Kannada Prabha	Etv Kannada	Big FM	
Deccan Herald	Suvarna News	VividhBharati	
Sudha Weekly	Kasturi News	Radio Mirchi	
Indian Express	Samaya News		
Bangalore Mirror	Janasri News		
The Times of India			

Women Journalists covered for Survey Method

Media Background	Total	Percentage
Print Media	79	49.37
Television	66	41.25
Radio	10	06.25
Online Journalism	05	03.12

Strength of Women Journalists in different Media Organizations in Bengaluru

Media Organizations	Strengt h of Women	Media Organizations	Strength of Women	Media Organizations	Strength of Women
Prajavani	25	Deccan Herald	28	Public TV	16
Samyukta Karnataka	6	The Hindu	30	Btv	15
Kannada Prabha	4	DD Chandana	6	Raj News	12
Udayavani	12	Udaya TV	15	Etv News	20
Vijaya Karnataka	18	TV9	20	Praja TV	15
Vijayavani	12	Kasturi News	12	Akashavani	25
Vishwavani	12	Suvarna News	26	DD National	6
The Times of India	26	Janasri	15	CNN-IBN	3
Indian Express	12	Samaya	18		

4.6 Tools for Data Collection

A questionnaire was prepared to elicit the primary data from the women journalists. The questionnaire consists of two parts. Part one deals with the demographic profile of the respondents and part two deals with questions on a wide range of issues pertaining to the thrust area of the research. The questionnaire was prepared both in English and Kannada and consists of 39 questions. The questionnaire was pre-tested, 30 women journalists from Bengaluru. Accordingly it was revised and modified.

The Period of Data Collection

The researcher has collected the data by two methods. The survey conducted during

January 2013 to January 2014. The respondents are working media women who belong to different media including leading Kannada and English newspapers, television channels, and radio and web journalism.

4.7 In-depth Interview Method

As a part of the research work, an in-depth interview with different media professionals, veteran journalists and other resourceful persons was conducted with the help of an interview schedule.

In-depth Interview Schedule

The second phase of the present study was the collection of primary data from female and other resource persons on the thrust area. About 60 resource persons, veteran journalists and other media professionals were interviewed. Due consideration was given to different media professionals representing different branches of journalism, which included print, radio, television and online journalism. An interview schedule was specially prepared for the purpose. The sample consisted of 30 men journalists and 30 women journalists.

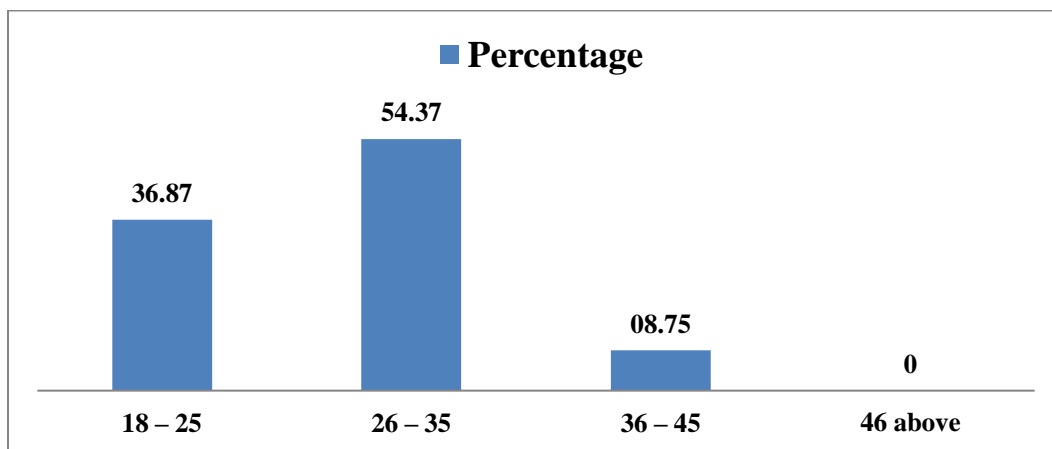
4.8 Demographic Profile of the Respondents

The present study on ‘women journalists in Indian media: A case study of Bengaluru’ consists of 160 women journalists from different journalistic background working in state capital Bengaluru. These sample respondents are chosen from different media organizations in the silicon city state capital of Karnataka. The composition of respondents includes 79 from print 66 from electronic 10 Radio and 5 from online or web journalism. In terms of gender clearly shows that only women journalists are considered for the present study.

Table: I Distribution of Sample (Age)

Age	No of respondents	Percentage
18 – 25	59	36.87
26 – 35	87	54.37
36 – 45	14	08.75
46 above	00	00.00
Total	160	100.00

Distribution of Sample (Age)



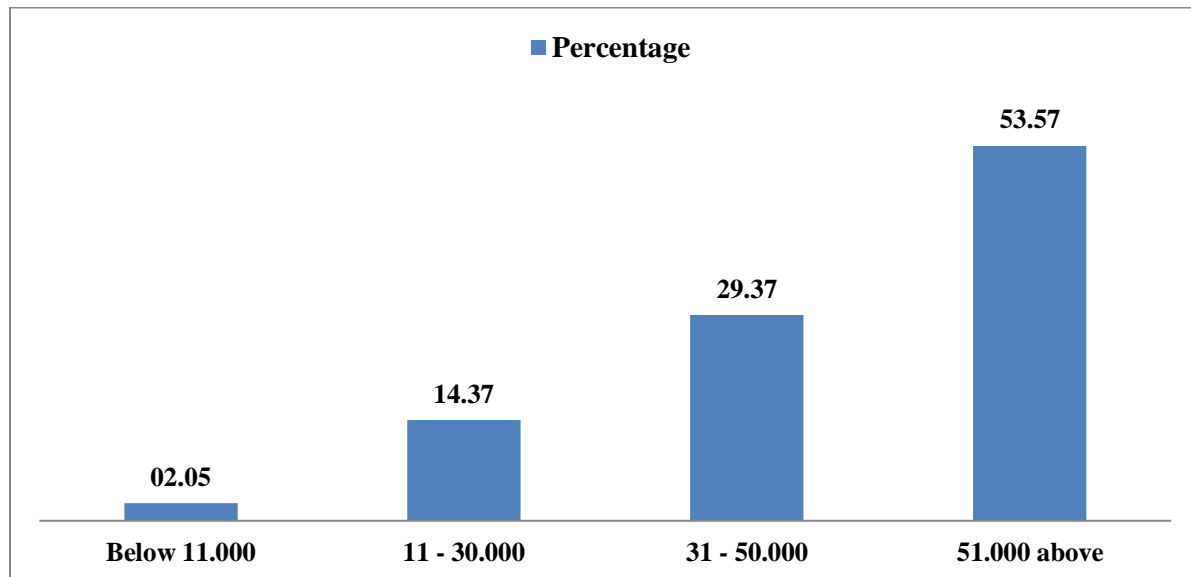
The composition of women journalists distributing of samples first in terms of age group shows that more than half of them about 54.00 per cent are in the group of 26-35 years and their total number is 87. While 37.00 per cent are in the group of 18-25 years, only 8.75 per cent are in the 36-45 years age group, their total number is 14.00. And interestingly, 00.00 per cent is in the 46 and above age group.

The maximum number of respondents is in the 26-35 age groups. And minimum number of respondents is in the 46 and above age group. It clearly shows that very few women would like to work in media after 40 years and also very few opportunities for them after 40 years or they will not continue the profession because of family responsibilities.

Table: II Distribution of Sample (Monthly Income)

Monthly Income	No. of respondents	Percentage
Below 11.000	04	02.5
11 - 30.000	23	14.37
31 - 50.000	47	29.37
51.000 above	86	53.57
Total	160	100.00

Distribution of Sample (Monthly Income)

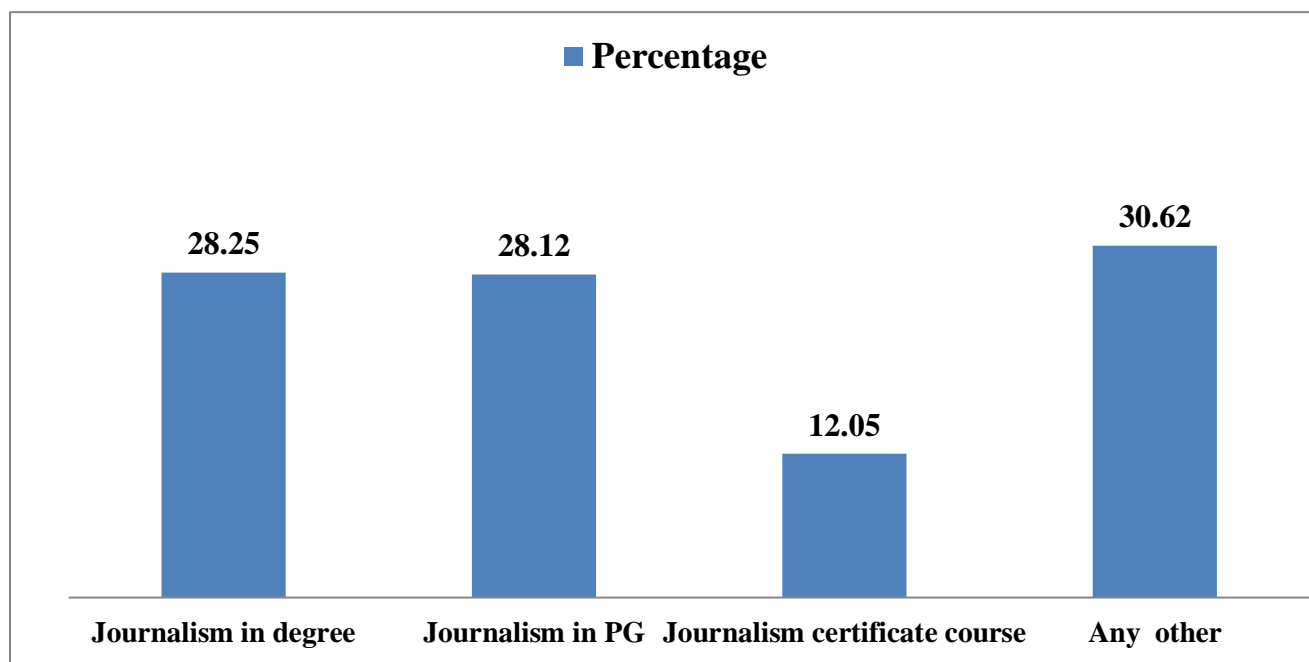


Income wise, as it is evident from table -2, about 54.00 per cent of the respondents are having the monthly income of over Rs. 51.000. As against, about 30 percent of the respondents are under the Rs. 31-50.000 monthly income. Further, 14.37 per cent of the respondents are under the income group of Rs. 11-30.000 income. It is interesting to note that, very negligible, less than 3.00 per cent of women journalists are getting less than Rs.11.000 monthly salaries. Women journalists are secured in terms of salary compared to earlier days.

Table: III Distribution of Sample (Educational Background)

Education	No. of respondents	Percentage
Journalism in degree	46	28.25
Journalism in PG	45	28.12
Journalism Diploma/ Certificate Course	20	12.5
Any other	49	30.62
Total	160	100.00

Distribution of Sample (Educational Background)



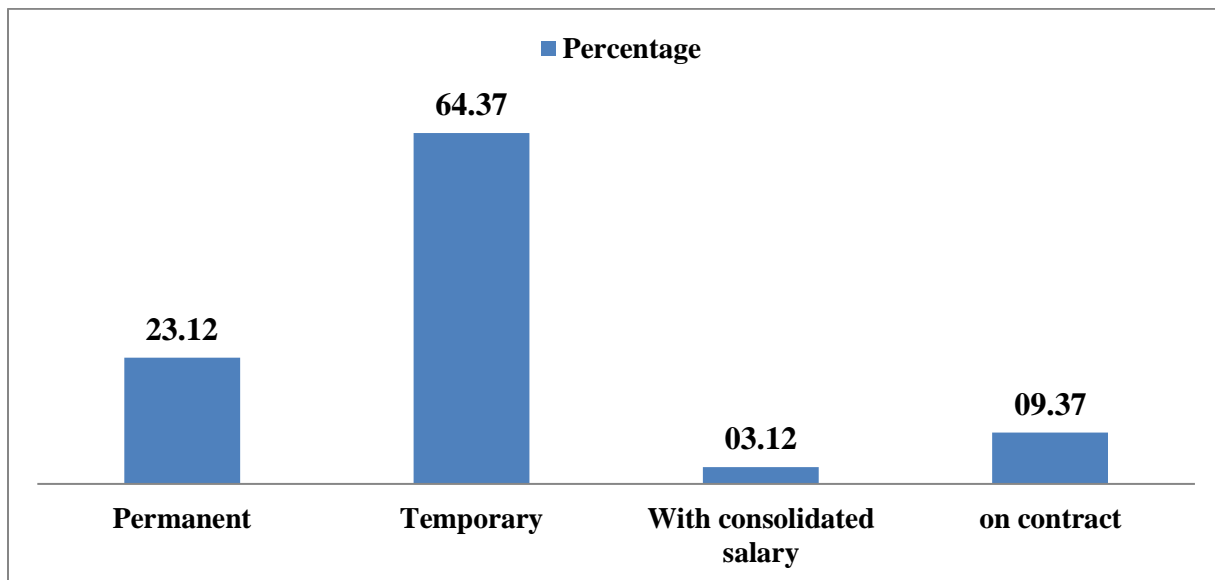
Data analysis based on the journalistic educational background of woman journalist reveal that a vast majority of 70 per cent aggregate are having journalism background in one way or the other. As against 30 per cent of them who are holding non-journalism degrees. And equal percentage of about 28 per cent who possess graduate degree as well as those who have studied journalism

at the degree level. Also about 13.00 per cent of respondents are having journalism certificate/diploma course to their credit. The study shows that there is scope for women from journalism background.

Table: IV Distribution of Sample (Types of Appointment)

Type of appointment	No. of respondents	Percentage
Permanent	37	23.12
Temporary	103	64.37
With consolidated salary	05	03.12
on contract	15	09.37
Total	160	100.00

Distribution of sample (Types of Appointment)



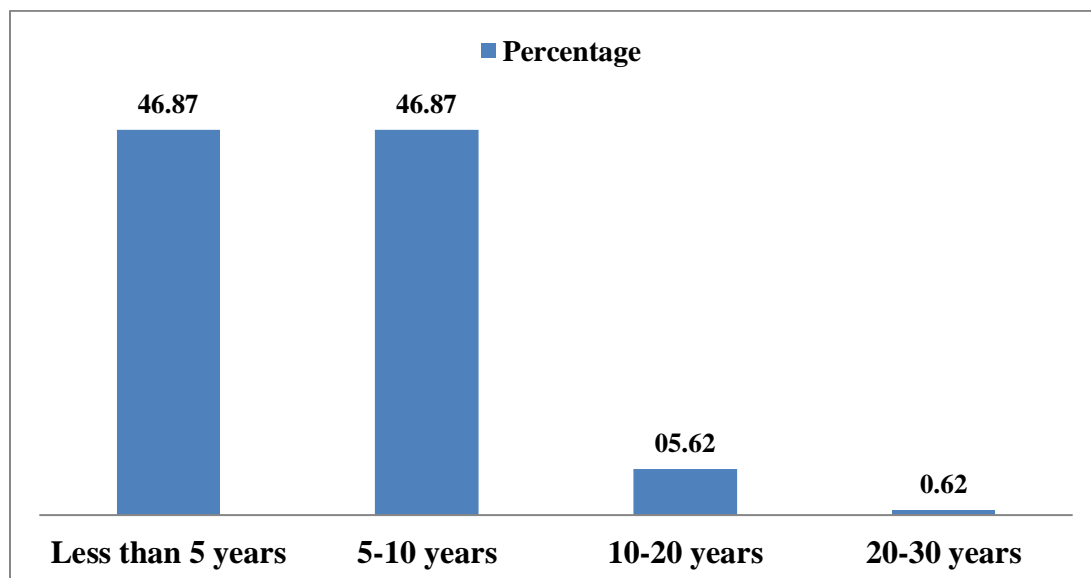
Distribution of data in terms of type of appointment indicates that majority of them, to the tune of nearly 65.00 per cent, are holding temporary jobs as against 23.00 per cent of them having permanent jobs. About 10.00 per cent of them are on contract basis.

In comparison to 3.00 per cent of them are managing with consolidated salary only. It may be observed that most of the journalists in most of the situations are not going to stick to a particular media organization. And this sort of professional migration is somewhat a common phenomenon. It reveals that there is no job security for women journalists in most of the media organizations.

Table: V Distribution of Sample (Professional Experience)

Professional experience	No. of respondents	Percentage
Less than 5 years	75	46.87
5-10 years	75	46.87
10-20 years	09	05.62
20-30 years	01	00.62
Total	160	100.00

Distribution of Sample (Professional Experience)



In terms of professional experience, the survey indicates that an equal percentage of about 47.00 per cent are having less than 5 -10 years experience as well as less than 5 years experience. It

may be observed that about 6.00 per cent in the present study who are having a better professional experience up to two decades. And notably, only 00.62 per cent is having 20-30 years of professional experience. It clearly shows that media organizations are booming recently in Bengaluru. Media is recruiting more young journalists last 10 years. The other possible reason is that women will not continue the journalism profession for a long time.

4.9 Data Analysis and Statistical Tools Used

The researcher has analyzed the data based on the survey method by using Word Excel Software (2007). Five factors namely- age, income, educational background (Journalism), types of appointment and professional experience were identified. Each of the response to a question was cross-tabulated with these variables.

Statistical tools such as chi-square test, standard deviation and p-values were used wherever necessary. Chi-square test for independent in contingency table was used to identify significant association with these factors. The researcher has considered the level of significance (P-value up to 10.00 per cent much more than contingency table statistics). Unlike natural and physical sciences, in social science studies, significance does not occur commonly and relaxation is made with reference to the level of significance. In addition, the researcher has also made a detailed qualitative analyses based on the in-depth personal interview with both men and women journalists.

The present study is based on the responses of women journalists in Bengaluru. The quantitative analysis of the data presented in the chapter V.

Chapter-V

QUANTITATIVE DATA ANALYSIS

Part-II

The present study consists of women journalists working in different media organizations such as print, electronic and new media in the state capital of Karnataka-Bengaluru. The researcher has analyzed the data in-terms of percentatge analysis to all the issues raised in the questionnaire. Further, the researcher has applied the number of statistical methods applicable to present study. She has prepared master tables highlighting variables affecting the women journalists' opinion towards various issues. Tht is the basis for scientific and statistical analysis of the present study.

Table : 1 **Motivation to enter Journalism**

Age	Need for a job	Love for the Profession	Other reason	Total
18 – 25	12 (20.33)	47 (79.66)	00 (00.00)	59 (36.87)
26 – 35	12 (13.39)	75 (86.20)	00 (00.00)	87 (54. 37)
36 – 45	01 (07.14)	13 (92.85)	00 (00.00)	14 (35.71)
Above 46	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	25 (15.62)	135 (84.37)	00 (00.00)	160 (100.00)
Income(Monthly)				
Below 11.000	00 (00.00)	04 (100.00)	00 (00.00)	04 (2.05)
11 - 30.000	03 (13.04)	20 (86.95)	00 (00.00)	23 (14.38)
31 - 50.000	12 (25.53)	35 (74.46)	00 (00.00)	47 (29.38)
51 Above	10(11.62)	76 (88.37)	00 (00.00)	86 (53.75)
Total	25 (15.62)	135 (84.37)	00 (00.00)	160 (100.00)
Education				
Degree with Journalism	08 (17.39)	38 (82.61)	00 (00.00)	46 (28.75)
PG in Journalism	07 (15.55)	38 (84.45)	00 (00.00)	45 (28.12)
Certificate/Diploma in Journalism	03 (15.00)	17(85.00)	00 (00.00)	20 (12.05)
Other Degree	07 (14.28)	42 (85.71)	00 (00.00)	49 (30.62)
Total	25 (15.62)	135 (84.37)	00 (00.00)	160 (100.00)
Type of appointment				
Permanent	04. (10.81)	33 (89.18)	00 (00.00)	37 (23.12)
Temporary	15 (14.56)	88 (85.43)	00 (00.00)	103 (64.37)
With Consolidated Salary	01 (20.00)	04 (80.00)	00 (00.00)	05 (3.12)
On Contract Basis	05 (33.33)	10 (66.66)	00 (00.00)	15 (09.37)
Total	25 (15.62)	135 (84. 37)	00 (00.00)	160 (100.00)
Professional Experience				
Less than 5 years	15 (20.00)	60 (80.00)	00 (00.00)	75 (46.87)
5-10 years	10 (13.33)	65 (86.66)	00 (00.00)	75 (46.87)
10-20 years	00 (00.00)	09 (100.00)	00 (00.00)	09 (05.62)
20-30 years	00 (00.00)	01 (100.00)	00 (00.00)	01 (00.62)
Total	25 (15.62)	135 (84.37)	00 (00.00)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru clearly reveals that, vast majority of nearly 85.00 per cent has chosen journalism as their career mainly for love for the profession. But about 16.00 per cent of them opt for journalism in search of a mere job without any interest and involvement.

The distribution of data in terms of age group shows that, more than each 80.00 per cent of them three different age group opt for journalism out of love for the profession only. Nearly 93.00 per cent under 36- 45 age group opines the same feelings. On the other hand 23.00 per cent under 18-25 as well as 13.00 per cent under 26-35 age group say that they opt for journalism due to need for a job only.

Income-wise more than 86.00 per cent of Rs.11-30.000 and Rs. 31-50.000 category endorse the fact that love for the profession motivates them to choose journalism as a career. Veteran woman journalist in the income group of Rs. 51.000 and above (88.00%) shares the similar opinion.

In terms of education, almost equal number of over 80.00 per cent respondents with a journalism degree (Under Graduate) as well as post-graduation degree in journalism enters the field just for love of the profession. Further, 86.00 per cent of them with the non-journalism degree also opine the same. On the contrary, when it comes to motivation to pursue journalism, an equal percentage of all the three categories of respondents with Diploma/Certificate degree and journalism- post graduation degree each with 15.00 per cent feel that opting for journalism is just need for the job. They are not particular about the choice of the career!

The distribution of data in terms of type of appointment indicates that the aggregate of over 84.00 per cent have a special inclination / love for the professional career. This includes 85.00 per cent of temporary and 80.00 per cent with consolidated salary. About 90.00 per cent of permanent staff and 66.00 per cent from the contract basis women employees feel the same opinion.

Further, in terms of professional experience, 87.00 per cent of the respondents with 5- 10 years of experience followed by 80.00 per cent under less than five years experience go for the job just for the love for the profession. However about 20.00 per cent under less than five years experience say that journalism is not their special liking, but for getting a mere job only.

Table : 2 **To Mode of Seeking Present Employment**

Age	Advertisement	Self Effort	Recommendation	Total
18 – 25	15 (25.42)	27 (45.76)	17 (28.81)	59 (36.87)
26 – 35	26 (29.88)	42 (48.27)	19 (21.83)	87 (54.37)
36 – 45	08 (57.14)	04 (28.57)	02 (14.28)	14 (35.71)
Above 46	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	49 (30.62)	73 (45.62)	38 (23.75)	160 (100.00)
Income (Monthly)				
Below 11.000	00 (00.00)	04 (100.00)	00 (00.00)	04 (2.05)
11 - 30.000	01 (04.34)	21 (91.30)	01 (04.34)	23 (14.38)
31 - 50.000	11 (23.40)	19 (40.42)	17 (36.17)	47 (29.38)
Above 51.000	37 (43.02)	29 (33.72)	20 (23.25)	86 (53.75)
Total	49 (30.62)	73 (45.62)	38 (23.75)	160 (100.00)
Education				
Degree with Journalism	15 (35.60)	17 (36.95)	14 (30.43)	46 (28.75)
PG in Journalism	10 (22.22)	28 (62.22)	07 (15.55)	45 (28.12)
Certificate/Diploma in Journalism	08 (40.00)	10 (50.00)	03 (15.00)	20 (12.05)
Other Degree	16 (32.65)	18 (36.76)	14 (28.57)	49 (30.62)
Total	49 (30.62)	73 (45.62)	38 (23.75)	160 (100.00)
Type of appointment				
Permanent	12 (32.43)	24 (64.86)	01 (02.78)	37 (23.12)
Temporary	33 (32.03)	36 (34.95)	34 (33.09)	103 (64.37)
With Consolidated Salary	00 (00.00)	04 (80.00)	01 (20.00)	05 (3.12)
On Contract Basis	04(26.66)	09 (60.00)	02 (13.33)	15 (09.37)
Total	49 (30.62)	73 (45.62)	38 (23.75)	160 (100.00)
Professional Experience				
Less than 5 years	20 (26.66)	35 (46.66)	20 (26.66)	75 (46.87)
5-10 years	23 (30.66)	37 (49.33)	15 (20.00)	75 (46.87)
10-20 years	05 (55.55)	01 (11.11)	03 (33.33)	09 (05.62)
20-30 years	01 (100.00)	00 (00.00)	00 (00.00)	01 (00.62)
Total	49 (30.62)	73 (45.62)	38 (23.75)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru reveals that, about 46.00 per cent of them got their present job through self effort. About 31.00 per cent of them have found their job through advertisement and the rest of 24.00 per cent through recommendations.

Classification of data in terms of age group indicates that 49.00 per cent of the respondents under 26 -35 age group managed to get into the media field through their own effort. This is contrast to 46.00 per cent of them under 18 - 25 age group who hold the same opinion. Nearly 57.00 per cent of the respondents between 36 - 45 age groups feel that they have chosen through the help of advertisements.

Income wise, vast majority of them about 91.00 per cent between Rs. 11.000- 30.000 income categories opine that they seek the present job through self effort, as against 43.00 per cent under 51.000 income categories through advertisements. On the other hand, only 36.00 per cent of the respondents in the income category of Rs. 31.000 - 50.000 endorse the fact that they got through the recommendations.

Education wise, about 62.00 per cent of them with journalism in PG opine they have entered the profession through self effort. And each 36.00 per cent of the respondents with journalism in degree and certificate course also endorse the same opinion. Nearly 40.00 per cent of the respondents with journalism certificate course say that advertisement matters a lot. Nearly 35.00 percent of them with journalism in degree share the similar opinion.

In terms of type of appointment over 60.00 per cent of permanent as well as contract basis women journalists seek the media profession by their own efforts. And each 32.00 per cent of the respondents under two different categories i.e. permanent and temporary opine that they have chosen the profession through advertisements.

Further in terms of professional experience, nearly half of them about 49.00 per cent with 5-10 years of experience enter in to the media field by self effort, followed by 46.00 per cent of them less than 5 years of experience also share the same opinion. More than half of them (55.00%) with 10-20 years of experience feel that they seek through advertisements; about 30.00 per cent of them with 5-10 years feel the same. Nearly 33.00 per cent of them are with 10-20 years and about 27.00 per cent with less than five years of experience by recommendations.

Table :3 Attending Internship Training

Age	Yes	No	Total
18 – 25	24 (40.67)	35 (59.32)	59 (36.87)
26 – 35	44 (27.05)	43 (49.42)	87 (54.37)
36 – 45	06 (42.85)	08 (57.14)	14 (35.71)
Above 46	00 (00.00)	00 (00.00)	00 (00.00)
Total	74 (46.25)	86 (53.75)	160 (100.00)
Income (Monthly)			
Below 11.000	04 (100.00)	00 (00.00)	04 (2.05)
11 - 30.000	09 (39.13)	14 (60.86)	23 (14.37)
31 - 50.000	27 (57.44)	20 (42.55)	47 (29.37)
Above 51.000	34 (39.53)	52 (60.46)	86 (53.75)
Total	74 (46.25)	86 (53.75)	160 (100.00)
Education			
Degree with Journalism	24 (52.17)	22 (42.82)	46 (28.75)
PG in Journalism	32 (71.11)	13 (28.88)	45 (28.12)
Certificate/Diploma in Journalism	11 (55.00)	09 (45.00)	20 (12.05)
Other Degree	07 (14.28)	42 (85.71)	49 (30.62)
Total	74 (46.25)	86 (53.75)	160 (100.00)
Type of appointment			
Permanent	19 (51.35)	18 (48.64)	37 (23.12)
Temporary	45 (43.68)	58 (56.31)	103 (64.37)
With Consolidated Salary	02 (40.00)	03 (60.00)	05 (03.12)
On Contract Basis	08 (53.33)	07 (46.66)	15 (09.37)
Total	74 (46.25)	86 (53.75)	160 (100.00)
Professional Experience			
Less than 5 years	36 (48.00)	39 (52.00)	75 (46.87)
5-10 years	35 (46.66)	40 (53.33)	75 (46.87)
10-20 years	03 (33.33)	06 (66.66)	09 (05.62)
20-30 years	00 (00.00)	01 (100.00)	01 (00.62)
Total	74 (46.25)	86 (53.75)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The study on women journalists in Bengaluru indicates that the nearly of 55.00 per cent of the women journalists have not attended any internship. And rest of 46 .00 per cent of them have attended the internship to get themselves trained.

Distribution of data in terms of age group, indicate that about 57.00 per cent of the respondents under 18-25 age group have not taken internship before joining the profession. Followed by them about 57.00 per cent of them under 36-45 age group also shares the same opinion. About 40.00 per cent of them in two different age groups i.e. 36-45 as well as 18-25 state that they have undergone the internship.

Income, about 60.00 per cent of them over Rs 51.000 as well as Rs. 11.000-30.000 categories say they have joined the profession without internship. Most of them about 57.00 per cent of between Rs.31.000-50.000 income categories have attended the internship.

In terms of majority of (86.00%) with non journalism degree has not attended any internship. Nearly half of them (45.00%) with journalism certificate course also opine the same. And majority of 71.00 per cent of them with journalism degree in PG level say that they had attended the internship. And also nearly 55.00 per cent of them with journalism diploma as well as 52.00 of journalism degree (UG) share the same opinion.

In terms of type of appointment, more than 56.00 per cent of the temporary staffs have not attended the internship training, whereas nearly 49.00 per cent of the permanent employees feel the same opinion. And over 50.00 per cent of the permanent as well as contract basis women employees state that they have attended the internship. And about 44.00 per cent of temporary staffs also share the same opinion.

Further, in terms of professional experience, respondents with 5 - 10 years of experience (53.00%) and followed by less than five years of experience (52.00 %) opines that they have not gone through internship. On the contrary less than five years of experience (48.00%) followed by 5- 10 years of experience (47.00%) respondents opine that they have undergone internship training.

Table: 4 Practical works in Journalism Education

Age	Adequate	Somewhat adequate	Absolutely Inadequate	Total
18 – 25	28 (58.33)	16 (33.33)	04 (08.33)	48 (35.03)
26 – 35	49 (63.63)	23 (29.87)	05 (06.49)	77 (56.20)
36 – 45	06 (50.00)	06 (50.00)	00(00.00)	12 (08.75)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	83 (60.58)	45 (32.84)	09 (06.56)	137(100.00)
Income (Monthly)				
Below 11.000	01 (25.00)	02 (50.00)	01 (25.00)	04 (02.91)
11 - 30.000	10 (55.55)	06 (33.33)	02 (11.11)	18 (13.13)
31 - 50.000	30 (75.00)	08 (20.00)	04 (10.00)	40 (29.19)
Above 51.000	42 (56.00)	29 (38.66)	02 (02.66)	75 (54.74)
Total	83 (60.58)	45 (32.84)	09 (06.56)	137(100.00)
Education				
Degree with Journalism	34 (75.55)	09 (20.00)	02 (04.44)	45 (32.84)
PG in Journalism	24 (54.54)	16 (36.36)	04 (09.09)	44 (32.11)
Certificate/Diploma in Journalism	13 (61.90)	07 (33.33)	01 (04.76)	21 (15.32)
Other Degree	12 (44.44)	13 (48.14)	02 (07.40)	27 (19.70)
Total	83 (60.58)	45 (32.84)	09 (06.56)	137(100.00)
Type of appointment				
Permanent	13 (41.93)	14 (45.16)	04 (12.90)	31 (22.62)
Temporary	63 (71.59)	22 (25.00)	03 (03.40)	88 (64.23)
With Consolidated Salary	02 (66.66)	00 (00.00)	01 (33.33)	03 (02.18)
On Contract Basis	05 (33.33)	09 (60.00)	01 (06.66)	15 (10.94)
Total	83 (60.58)	45 (32.84)	09 (06.56)	137(100.00)
Professional experience				
Less than 5 years	40 (60.60)	20 (30.30)	06 (09.09)	66 (48.17)
5-10 years	38 (61.29)	21 (33.87)	03 (04.83)	62 (45.25)
10-20 years	05 (62.50)	03 (37.50)	00 (00.00)	08 (05.83)
20-30 years	00 (00.00)	01 (100.00)	00 (00.00)	01 (00.72)
Total	83 (60.58)	45 (32.84)	09 (06.56)	137(100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The above table shows that only 137 women journalists with having journalism background answered this particular question out of 160. Majority of about 61.00 per cent feel that practical

works done in the journalism education was satisfactory. About 33.00 per cent of them are happy with the practical work done during journalism education. And very few (7.00%) are totally unhappy with the practical work.

In terms of age group (64.00%) under 26-35 age group says practical work was satisfactory. More than half of the respondents about 58.00 per cent under 18-25 age group also feel the same opinion. About 30.00 per cent of them under 26-35 age group feel that it is somewhat satisfactory. Only 08.00 per cent of them under 18-25 age group followed by 06.00 per cent under 26-35 age group expressed unhappy about the practical work.

In terms of income, majority of 75.00 per cent of the respondents between Rs.31.000-50.000 and about 56.00 per cent of them over Rs.51.000 income group feels that practical work was useful. Respondents over Rs. 51.000 income about 39.00 per cent and about 33.00 per cent of them between Rs. 11.000-30.000 income categories feel that it is somewhat adequate. Nearly 10.00 per cent of them in Rs.31.000-50.000 income group show dissatisfaction.

Education wise, majority of (76.00%) with journalism in degree followed by 55.00 per cent of them with journalism in PG feel that practical work done in journalism education is adequate. About 36.00 per cent of them with journalism in PG and 33.00 per cent of them with journalism certificate course state that it is moderately satisfactory. And very minimal 09.00 per cent of them with journalism in PG feel that it was unsatisfactory.

In terms of type of appointment, majority of employees (72.00%) followed by permanent employees (42.00%) opine that practical work done in journalism education is satisfactory. Nearly 25.00 per cent of temporary employees and about 45.00 per cent of permanent employees say it is somewhat adequate. But only 12.00 per cent of the permanent employees feel that it is inadequate.

Further, in terms of professional experience, respondents with less than five years of experience about 60.00 per cent as well as 61.00 per cent of them 5-10 years of experience think that journalism work done in the journalism education is satisfactory. About 34.00 per cent of them with 5-10 years of experience followed by 30.00 per cent of them with less than five years of experience feel that they are moderately satisfied. About 09.00 per cent, with less than 5 years of experience feel not satisfactory.

Table: 5 **Participating in professional In-Service training**

Age	Yes	No	Total
18 – 25	36 (61.01)	23 (38.98)	59 (36.87)
26 – 35	58 (66.66)	29 (33.33)	87 (54.37)
36 – 45	09 (64.28)	05 (31.71)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)
Total	103 (64.37)	57 (35.62)	160 (100.00)
Income (Monthly)			
Below 11.000	01 (25.00)	03 (75.00)	04 (2.05)
11 - 30.000	17 (73.91)	06 (26.08)	23 (14.37)
31 - 50.000	34 (72.34)	13 (27.65)	47 (29.37)
Above 51.000	51 (59.30)	35 (40.69)	86 (53.75)
Total	103 (64.37)	57 (35.62)	160 (100.00)
Education			
Degree with Journalism	35 (76.08)	11 (23.91)	46 (28.75)
PG in Journalism	25 (55.55)	20 (44.44)	45 (28.12)
Certificate/Diploma in Journalism	11 (55.00)	09 (45.00)	20 (12.05)
Other Degree	32 (65.30)	17 (34.69)	49 (30.62)
Total	103 (64.37)	57 (35.62)	160 (100.00)
Type of appointment			
Permanent	18 (48.64)	19 (51.35)	37 (23.12)
Temporary	70 (67.96)	33 (32.03)	103 (64.37)
With Consolidated Salary	03 (60.00)	02 (40.00)	05 (3.12)
On Contract Basis	12 (80.00)	03 (20.00)	15 (09.37)
Total	103 (64.37)	57 (35.62)	160 (100.00)
Professional Experience			
Less than 5 years	45 (60.00)	30 (40.00)	75 (46.87)
5-10 years	51 (68.00)	24 (32.00)	75 (46.87)
10-20 years	07 (77.77)	02 (22.22)	09 (05.62)
20-30 years	00 (00.00)	01 (100.00)	01 (00.62)
Total	103 (64.37)	57 (35.62)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study reveals that, majority of 64.00 per cent of the women journalists have attended in- service training after joining the profession, as against about 36.00 per cent of them have not attended the in-service training program.

Classification of data in terms of age, majority of the respondents about (67.00%) above 26-35 age groups says that they have under gone the professional training service. Nearly 61.00 per cent of the respondents under 18-25 age group also opines the same. On contrary 39.00 per cent of them under 18-25 age group as well as nearly 33.00 per cent of them under 26-35 age group says they have not attended in-service training after joining job.

In terms of income, women journalists over (41.00%) under Rs.51.000 income category feel that they have served the professional training period. Majority of (74.00%) under Rs.11.000 income group as well as (73.00%) under Rs.31.000-50.000 income category also shares the same opinion. On the other hand nearly 40.00 per cent of the women respondents over Rs. 51.000 income category states that they did not attended professional training. About 28.00 per cent of them under Rs. 31.000-50.000 income category also feel the same.

In terms of education, majority of 76.00 per cent of the respondents with journalism in degree feels they have attended training. And about 66.00 per cent of the respondents with non journalism degree state the same as well. But nearly 45.00 per cent of the respondents with journalism certificate course feels that they did not attended any such professional training. And about 44.00 per cent of the respondents with journalism in PG also share the same opinion.

In terms of type of appointment, majority of the temporary employees (68.00%) say that they have attended the professional in-service training. On the other hand nearly half of them (50.00%) are not. About 32.00 per cent of the temporary staffs also say the same opinion.

In terms of professional experience, majority of (68.00%) with 5- 10 years of experience are under gone the training. About 60.00 per cent of them with having less than 5 years of experience also opine the same. Nearly 40.00 per cent of the respondents with having less than 5 years of experience feels that they did not attended the training. And nearly 32.00 of the respondents having 5-10 years of professional experience also feel the same opinion.

Table: 6 **Strength of Women Journalists in their Media organization**

Age	More than Male	Less than Male	Equal	Total
18 – 25	00 (00.00)	54 (91.52)	05 (08.44)	59 (36.87)
26 – 35	00 (00.00)	87 (100.00)	00 (00.00)	87 (54.37)
36 – 45	00 (00.00)	14 (100.00)	00 (00.00)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	00 (00.00)	155 (96.87)	05 (03.12)	160 (100.00)
Income (Monthly)				
Below 11.000	00 (00.00)	04 (100.00)	00 (00.00)	04 (2.05)
11 - 30.000	00 (00.00)	18 (78.26)	05 (21.73)	23 (14.37)
31 - 50.000	00 (00.00)	47 (100.00)	00 (00.00)	47 (29.37)
51 above	00 (00.00)	86 (100.00)	00 (00.00)	86 (53.75)
Total	00 (00.00)	155 (96.87)	05 (03.12)	160 (100.00)
Education				
Degree with Journalism	00 (00.00)	44 (95.65)	02 (04.54)	46 (28.75)
PG in Journalism	00 (00.00)	45 (100.00)	00 (00.00)	45 (28.12)
Certificate/Diploma in Journalism	00 (00.00)	20 (100.00)	00 (00.00)	20 (12.05)
Other Degree	00 (00.00)	46 (93.87)	03 (06.12)	49 (30.62)
Total	00 (00.00)	155 (96.87)	05 (03.12)	160 (100.00)
Type of appointment				
Permanent	00 (00.00)	34 (91.89)	03 (08.10)	37 (23.12)
Temporary	00 (00.00)	101 (98.05)	02 (01.94)	103 (64.37)
With Consolidated Salary	00 (00.00)	05 (100.00)	00 (00.00)	05 (3.12)
On Contract Basis	00 (00.00)	15 (100.00)	00 (00.00)	15 (09.37)
Total	00 (00.00)	155 (96.87)	05 (03.12)	160 (100.00)
Professional experience				
Less than 5 years	00 (00.00)	73 (97.33)	02 (02.66)	75 (46.87)
5-10 years	00 (00.00)	72 (96.00)	03 (04.00)	75 (46.87)
10-20 years	00 (00.00)	09 (100.00)	00 (00.00)	09 (05.62)
20-30 years	00 (00.00)	01 (100.00)	00 (00.00)	01 (00.62)
Total	00 (00.00)	155 (96.87)	05 (03.12)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru reveals, vast majority of 97.00 per cent of the respondents opines the number of women employees in their organization is less than men. Only very few 03.00 per cent of them feel that there is equality in numbers between male and female. But notably none of the respondents says their number is higher than male.

Classification of data in terms of age group, total 100.00 per cent of the respondents under 26-35 age group feels that women number is lesser than male. And vast majority of 92.00 per cent of them under 18-25 age group also shares the same opinion. But about 08.00 per cent of them under 18-25 age group feels that both male and female employees are equal in number.

Income wise, out of out 100.00 per cent of the respondents in two different income categories between Rs.11.000-30.000 as well as over Rs. 51.000 feels that women number is lesser than male. But 22.00 per cent of the respondents under Rs. 11.000-30.000 income group feel that there is equality in numbers.

Education wise, all most all respondents about 100.00 per cent with journalism in PG say that men are majority in number. The vast majority of 96.00 per cent of them with journalism in degree as well as 94.00 per cent of them with non journalism degree also feel the same opinion. On the other hand, about 06.00 per cent of them with non journalism degree followed by about 05.00 per cent of the respondents with journalism in degree say that both male and female are same in the quantity.

In terms of type of appointment, vast majority over 98.00 per cent of the temporary women journalists feel that women number is lesser than men. About 92.00 per cent of the permanent women employees also say the same opinion. But about 08.00 per cent of the permanent women employees feel that women number is equal to men.

Further in terms of professional experience, respondents about (97.00%) with having less than 5 years of experience followed by about (96.00%) with having 5- 10 years of experience states that men are higher in number. Respondents about (04.00%) with having 5-10 years of professional experience feel that there is uniformity in numbers. And about (03.00%) with having less than 5 years of experience also shares the same opinion.

Table: 7 **Area of Specialization**

Age	Reporting	Sub- Editing	Anchoring	Video- Editing	Production	Any other
18 – 25	22 (37.28)	25 (42.35)	8 (13.55)	03 (05.08)	01 (01.69)	
26 – 35	33 (37.93)	30 (34.48)	15 (17.24)	03 (03.44)	06 (06.89)	
36 – 45	07 (50.00)	07 (50.00)	00 (00.00)	00 (00.00)	00 (00.00)	
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	
Total	62 (38.75)	62 (38.75)	23 (14.27)	06 (03.75)	07 (04.37)	
Income (Monthly)						
Below 11.000	02 (50.00)	02 (50.00)	00 (00.00)	00 (00.00)	00 (00.00)	
11 - 30.000	13 (56.52)	06 (26.08)	01 (04.34)	01 (04.34)	02 (08.69)	
31 - 50.000	19 (40.42)	14 (29.78)	10 (21.27)	03 (06.38)	01 (02.12)	
51 above	28 (32.55)	40 (46.51)	12 (13.95)	02 (02.32)	04 (04.65)	
Total	62 (38.75)	62 (38.75)	23 (14.27)	06 (03.75)	07 (04.37)	
Education						
Degree with Journalism	16 (34.78)	17 (36.95)	07 (15.21)	04 (08.69)	02 (04.34)	
PG in Journalism	18 (40.00)	17 (37.77)	07 (15.55)	00 (00.00)	03 (06.66)	
Certificate/Diploma in Journalism	10 (50.00)	07 (35.00)	02 (10.00)	00 (00.00)	01 (05.00)	
Other Degree	18 (36 73)	21 (42.85)	07 (14.28)	02 (04.08)	01 (02.04)	
Total	62 (38.75)	62 (38.75)	23 (14.27)	06 (03.75)	07 (04.37)	
Type of appointment						
Permanent	18 (48.64)	13 (35.13)	03 (08.10)	00 (00.00)	03 (8.10)	
Temporary	33 (32.03)	44 (42.71)	18 (17.47)	05 (04.85)	03 (2.91)	
With Consolidated Salary	02 (40.00)	01 (20.00)	00 (00.00)	01 (20.00)	01 (20.00)	
On Contract Basis	09 (60.00)	04 (26.66)	02 (13.33)	00 (00.00)	00 (00.00)	
Total	62 (38.75)	62 (38.75)	23 (14.27)	06 (03.75)	07 (04.37)	
Professional experience						
Less than 5 years	31 (14.33)	29 (38.66)	12 (16.00)	03 (04.00)	06 (08.00)	
5-10 years	25 (33.33)	30 (40.00)	11 (14.66)	03 (04.00)	01 (11.11)	
10-20 years	05 (55.55)	03 (33.33)	00 (00.00)	00 (00.00)	00 (00.00)	
20-30 years	01 (100.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	
Total	62 (38.75)	62 (38.75)	23 (14.27)	06 (03.75)	07 (04.37)	

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru clearly reveals that each 39.00 per cent of the women journalists work as reporters and sub editors. More than 14.00 per cent of them state that anchoring is their area of specialization. And each 04.00 per cent of the respondents work in production and video editing section equally.

Distribution of data in terms of age, nearly 37.00 per cent of the women journalists under two different age groups i.e. 26-35 and 18-25 followed by about (50.00%) under 35-45 age group say they are working as reporters. About 42.00 per cent of them under 18-25 age group says sub editing is their area of specialization. Nearly 34.00 per cent under 26-35 age group also endorse the same opinion. About 17.00 per cent of them under 26-35 age group are anchors. About 14.00 per cent under 18-25 age group also opines the same. Only 07.00 per cent of them under 26-35 age group says they work for production department. And very few respondents i.e. 05.00 of them under 18-25 age group are video editors.

Income wise data shows that nearly 57.00 per cent of them under Rs.11.000-30.000 income category are reporters. And nearly 41.00 per cent of them under Rs.31.000-50.000 category share the same opinion. About 47.00 per cent of them in Rs. 51.000 and above category say specialized in sub editing. About 30.00 per cent of them between Rs.31.000-50.000 income categories also feel the same opinion. Nearly 21.00 per cent of the respondents under Rs.31.000-50.000 income group states that their area of specialization is anchoring. About 14.00 per cent of the news readers over 51.000 categories also feel the same. About 06.00 per cent of the respondents between Rs.31.000-50.000 income groups are video editors. And nearly 05.00 per cent of the respondents over 51.000 income group say they are working in production.

In terms of education, nearly 50.00 per cent of the respondents with journalism certificate course is reporters, nearly each 40.00 per cent with journalism in PG as well as 37.00 per cent with non-journalism degree are also working as reporters. About 43.00 per cent of them with non journalism degree say that they are working as sub editors. And nearly 38.00 per cent of them with journalism in PG as well as 37.00 per cent of them with journalism in degree also opine the same. Each 15.00 per cent of the respondents with journalism in PG and journalism in degree feel they are working as news readers. About 07.00 per cent of the respondents with journalism in PG are program producers. About 09.00 per cent of the respondents with journalism in degree are video editors.

In terms of type of appointment, nearly 49.00 per cent of permanent women employees work as reporters. Nearly 32.00 per cent of the temporary staffs also feel the same. About 43.00 per cent of temporary staffs and about 35.00 per cent of permanent staffs are sub editors. About 17.00 per cent of the temporary workers feel their area of specialization is anchoring. About 08.00 per cent of the permanent staffs are working in production department. And only about 05.00 per cent of the temporary staffs working as video editors.

In terms of professional experience, nearly 33.00 per cent of them with having 5-10 years of experience, about 56.00 per cent of them with 10-20 years experience say they are into reporting. About 40.00 per cent of respondents with having 5-10 years of work experience are sub editors. About 39.00 per cent of them with less than 5 years of experience feel the same opinion. With less than 5 years of experience about (16.00%) followed by with having 5-10 years of experience nearly (15.00%) say they are working as news readers. About 08.00 per cent of them having less than 5 years of experience states their area of specialization are production. And each 04.00 per cent of them with having less than 5 years of experience as well as 5-10 years of experience say they work as video editors.

Table: 8 **Occurring Night Shift**

Age	Less than Two weeks in a month	More than two weeks in a month	Never	Total
18 – 25	19 (32.20)	01 (01.61)	39 (66.10)	59 (36.87)
26 – 35	32 (54.23)	04 (04.59)	51 (58.62)	87 (54.37)
36 – 45	05 (35.71)	00 (00.00)	09 (64.28)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	56 (35.00)	05 (03.13)	99 (61.97)	160 (100.00)
Income (Monthly)				
Below 11.000	03 (75.00)	00 (00.00)	01 (25.00)	04 (2.05)
11 - 30.000	07 (30.43)	03 (13.04)	13 (56.52)	23 (14.37)
31 - 50.000	10 (21.27)	01 (02.12)	36 (76.59)	47 (29.37)
Above 51.000	36 (41.86)	01 (01.16)	49 (56.97)	86 (53.75)
Total	56 (35.00)	05 (03.13)	99 (61.97)	160 (100.00)
Education				
Degree with Journalism	15 (32.60)	00 (00.00)	31 (67.39)	46 (28.75)
PG in Journalism	19 (42.22)	03 (06.66)	23 (51.11)	45 (28.12)
Certificate/Diploma in Journalism	09 (45.00)	01 (05.00)	10 (50.00)	20 (12.05)
Other Degree	13 (26.53)	01 (02.04)	35 (71.42)	49 (30.62)
Total	56 (35.00)	05 (03.13)	99 (61.97)	160 (100.00)
Type of appointment				
Permanent	16 (43.24)	02 (05.40)	19 (51.35)	37 (23.12)
Temporary	35 (33.98)	02 (01.94)	66 (64.07)	103 (64.37)
With Consolidated Salary	01 (20.00)	00 (00.00)	04 (80.00)	05 (3.12)
On Contract Basis	04 (26.66)	01 (06.66)	10 (66.66)	15 (09.37)
Total	56 (35.00)	05 (03.13)	99 (61.97)	160 (100.00)
Professional experience				
Less than 5 years	29 (38.66)	03 (04.00)	43 (57.33)	75 (46.87)
5-10 years	26 (34.66)	02 (02.66)	47 (62.66)	75 (46.87)
10-20 years	01 (11.11)	00 (00.00)	08 (88.88)	09 (05.62)
20-30 years	00 (00.00)	00 (00.00)	01 (100.00)	01 (00.62)
Total	56 (35.00)	05 (03.13)	99 (61.97)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru clearly shows that about 62.00 per cent of the women journalists do not work in the night shift. About 35.00 of them work in night shift less than two weeks in a month and only 03.00 per cent of the employees work more than two weeks in a month.

Classification of data in terms of age group more than 66.00 per cent of the respondents under 18-25 age group feels that they do not work in the night shift. About 59.00 per cent of them under 26-35 age group also opines the same. About 54.00 per cent of them under 26-35 age group feels they get night shift less frequently in a month. And only about 05.00 per cent of the respondents under 26-35 age group says they get night shift more than two weeks in a month.

In terms of income, majority of 77.00 per cent of the respondents between Rs.31.000-50.000 categories says they do not work in the night shift. Nearly more than 56.00 per cent of them under two different categories Rs.31.000-50.000 and above Rs. 51.000 feel the same opinion. About 42.00 per cent of them above Rs.51.000 income category feel they get night shift less than two weeks in a month. About 13.00 per cent of the respondents under Rs. 11.000-30.000 income group say they get night shift more than two weeks in a month. And very less 02.00 per cent of them under Rs. 31.000-50.000 income group also feel the same opinion.

In terms of education majority of the respondents about (72.00%) with non journalism degree say that they do not work in the night hours. Also 67.00 per cent of them with journalism in degree opine the same. About 42.00 per cent of the women respondents with journalism in PG states that they work in the night shift less than two weeks in a month. As well as about 33.00 per cent of them with journalism in degree also feel the same opinion. Nearly 07.00 per cent of the respondents with journalism in PG opine that they get night shift more than two weeks in a month.

In terms of type of appointment, over 64.00 per cent of the temporary respondents feel that they do not work in the night shift. About 51.00 per cent of the permanent staffs also feel the same. As against 43.00 per cent of the permanent employees feels they work in the night shift but less than two weeks in a month. About 34.00 per cent of the temporary workers also feel the same

opinion. Only 05.00 per cent of permanent as well as 07.00 per cent of them on contract basis employees endorse that they work in the night but more than two weeks in a month.

In terms of professional experience, most of the women about (63.00%) with having 5-10 years of experience says that they do not work in the night duty. Nearly 57.00 per cent of them with having less than 5 years of experience also share the same opinion. As against 39.00 per cent of the respondents having of less than 5 years of experience says they get night shift less than two weeks in a month. And 35.00 per cent of them with having 5-10 years of experience also opine the same. On the other hand only 04.00 per cent of the respondents with having less than 5 years of experience say they get night shift more than two weeks in a month.

Table: 9 Transportation Facilities during Night Shift

Age	Yes	No	Total
18 – 25	59 (100.00)	00 (00.00)	59 (36.87)
26 – 35	87 (100.00)	00 (00.00)	87 (54.37)
36 – 45	14 (100.00)	00 (00.00)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)
Total	160 (100.00)	00 (00.00)	160 (100.00)
Income (Monthly)			
Below 11.000	04 (100.00)	00 (00.00)	04 (2.05)
11 - 30.000	23 (100.00)	00 (00.00)	23 (14.37)
31 - 50.000	47 (100.00)	00 (00.00)	47 (29.37)
Above 51.000	86 (100.00)	00 (00.00)	86 (53.75)
Total	160 (100.00)	00 (00.00)	160 (100.00)
Education			
Degree with Journalism	46 (100.00)	00 (00.00)	46 (28.75)
PG in Journalism	45 (100.00)	00 (00.00)	45 (28.12)
Certificate/Diploma in Journalism	20 (100.00)	00 (00.00)	20 (12.05)
Other Degree	49 (100.00)	00 (00.00)	49 (30.62)
Total	160 (100.00)	00 (00.00)	160 (100.00)
Type of appointment			
Permanent	37 (100.00)	00 (00.00)	37 (23.12)
Temporary	103 (100.00)	00 (00.00)	103 (64.37)
With Consolidated Salary	05 (100.00)	00 (00.00)	05 (3.12)
On Contract Basis	15 (100.00)	00 (00.00)	15 (09.37)
Total	160 (100.00)	00 (00.00)	160 (100.00)
Professional experience			
Less than 5 years	75 (100.00)	00 (00.00)	75 (46.87)
5-10 years	75 (100.00)	00 (00.00)	75 (46.87)
10-20 years	09 (100.00)	00 (00.00)	09 (05.62)
20-30 years	01 (100.00)	00 (00.00)	01 (00.62)
Total	160 (100.00)	00 (00.00)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru indicates that total 100.00 per cent of the respondents say that they will get transport facility during night shift or late night work. Notably all the respondent admits to the same opinion.

Classification of data in terms of age group, out of out 100.00 per cent of the respondents in three age groups under 26-35, 18-25 as well as 36-45 feels that there is pick and drop facility during the night shift in the media organization.

In terms income, respondents over Rs.51.000 income group about (100.00%) followed by under Rs.31.000-50.000 about (100.00%) say that there is transportation facility for women during night shifts. About 100.00 per cent of the respondents under Rs.11.000-30.000 income group as well as below Rs.11.000 income group also share the similar opinion.

In terms educational background, respondents with other degree graduates about 100.00 per cent followed by with journalism in degree about 100.00 per cent as well as journalism in PG about 100.00 per cent feel that they will get vehicle facility during the late hour or night work. And about 100.00 per cent of the respondents with journalism certificate course also feel the same.

In terms type of appointment, out of out 100.00 per cent of the temporary as well as 100.00 per cent of the permanent employees feel that there is transportation facility in the media organization during the night shift. Also about 100.00 per cent of them on contract basis and consolidated salary follow the same opinion.

In terms of professional experience, women with having less than 5 years of experience about (100.00%) as well as with having 5-10 years of experience about (100.00%) feel that there are no problems in transport facility during the night shift. Respondents with having 10-20 years of experience and 20-30 years of experience also share the similar opinion.

Table: 10 Security Arrangements in Night Shift

Age	Highly satisfied	Satisfied	Unsatisfied	Total
18 – 25	08 (13.55)	39 (66.10)	12 (20.33)	59 (36.87)
26 – 35	15 (17.24)	57 (65.51)	15 (17.24)	87 (54.37)
36 – 45	02 (14.28)	09 (64.28)	03 (21.42)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	25 (15.62)	105 (65.62)	30 (18.75)	160 (100.00)
Income (Monthly)				
Below 11.000	00 (00.00)	04 (100.00)	00 (00.00)	04 (2.05)
11 - 30.000	04 (17.34)	13 (56.52)	06 (26.08)	23 (14.37)
31 - 50.000	11 (23.40)	30 (63.82)	06 (12.76)	47 (29.37)
Above 51.000	10 (11.62)	58 (67.44)	18 (20.93)	86 (53.75)
Total	25 (15.62)	105 (65.62)	30 (18.75)	160 (100.00)
Education				
Degree with Journalism	09 (19.56)	28 (60.86)	09 (19.56)	46 (28.75)
PG in Journalism	05 (11.11)	32 (71.11)	08 (17.77)	45 (28.12)
Certificate/Diploma in Journalism	03 (15.00)	14 (70.00)	03 (15.00)	20 (12.05)
Other Degree	08 (16.32)	31 (63.76)	10 (20.40)	49 (30.62)
Total	25 (15.62)	105 (65.62)	30 (18.75)	160 (100.00)
Type of appointment				
Permanent	07 (18.91)	19 (51.35)	11 (29.72)	37 (23.12)
Temporary	11 (10.67)	77 (74.75)	15 (14.56)	103 (64.37)
With Consolidated Salary	02 (40.00)	02 (40.00)	01 (20.00)	05 (3.12)
On Contract Basis	05 (33.33)	07 (46.66)	03 (20.00)	15 (09.37)
Total	25 (15.62)	105 (65.62)	30 (18.75)	160 (100.00)
Professional experience				
Less than 5 years	08 (10.66)	55 (73.33)	12 (16.00)	75 (46.87)
5-10 years	14 (18.66)	44 (58.66)	17 (22.66)	75 (46.87)
10-20 years	03 (33.33)	05 (55.55)	01 (11.11)	09 (05.62)
20-30 years	00 (00.00)	01 (100.00)	00 (00.00)	01 (00.62)
Total	25 (15.62)	105 (65.62)	30 (18.75)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru shows that majority of 66.00 per cent of the women journalists are happy with the security arrangements during the night shifts. About 19.00 per cent of the respondents say that they are not satisfied about the security arrangements. Nearly 16.00 per cent of them say they are highly satisfied about it.

In terms of age group, respondents under 18-25 age group (66.00%) followed by under 26-35 age group (66.00%) says they are happy with the security arrangements. Respondents under 26-35 age group (17.00%), under 18-25 age group (14.00%) says that they are highly satisfied about the security. About 20.00 per cent of them under 18-25 age group and 17.00 per cent of them under 26-35 age group feels that they are not satisfied about the security.

In terms of income, most of them (67.00%) above Rs. 51.000 income category say they are happy about the security arrangements. As well as 64.00 per cent of them in Rs.31.000-50.000 category share the same opinion. Nearly 23.00 per cent of them between Rs.31.000-50.000 income groups are highly satisfied about the security. About 21.00 per cent of them under 51.000 and above category states they are unsatisfied about the security arrangements.

In terms of education, majority of (71.00%) with having journalism in PG say that they are satisfied about the security arrangement. More than 64.00 per cent of the respondents with non journalism degree as well as journalism in degree (61.00%) also opine the same. About 20.00 per cent of the respondents under non journalism degree are unsatisfied about the security arrangements. As against 20.00 per cent of the respondents with journalism in degree category says they are highly satisfied about the security arrangements.

In terms of type of appointment, majority of 75.00 per cent of the temporary women employees states that they are satisfied about the security in night. About 51.00 per cent of the permanent staffs also feel the same. As against, about 30.00 per cent of them are not happy about the security arrangements. About 15.00 per cent of the temporary staffs also feel the same opinion. And about 11.00 per cent of the temporary staffs feel that they are highly satisfied about the security. As well as nearly 19.00 per cent of permanent staffs also feel the same.

Further, in terms of professional experience respondents with having less than 5 years of experience (73.00%) followed by (59.00%) under 5-10 years of experience says security arrangements was up to the mark. About 23.00 per cent of them with having 5-10 years of experience feels they are not satisfied about the security arrangements. Also about 16.00 per cent of them under less than 5 years of experience opine the same. But about (19.00%) with 5-10 years of experience, about (11.00%) with the experience of 5 years are highly satisfied about the security.

Table :11 Person who put over Pressure in Work

Age	Seniors	Management	None	Total
18 – 25	09 (15.25)	00 (00.00)	50 (84.74)	59 (36.87)
26 – 35	05 (05.74)	02 (02.29)	80 (91.95)	87 (54.37)
36 – 45	00 (00.00)	01 (07.14)	13 (92.85)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	14 (08.75)	03 (01.87)	143 (89.37)	160 (100.00)
Income (Monthly)				
Below 11.000	01 (25.00)	01 (25.00)	02 (50.00)	04 (2.05)
11 - 30.000	08 (34.78)	00 (00.00)	15 (65.21)	23 (14.37)
31 - 50.000	01 (02.12)	00 (00.00)	46 (97.87)	47 (29.37)
Above 51.000	04 (04.65)	02 (02.32)	80 (93.02)	86 (53.75)
Total	14 (08.75)	03 (01.87)	143 (89.37)	160 (100.00)
Education				
Degree with Journalism	03 (06.52)	01 (02.17)	42 (91.30)	46 (28.75)
PG in Journalism	06 (13.33)	01 (02.63)	38 (84.44)	45 (28.12)
Certificate/Diploma in Journalism	01 (05.00)	00 (00.00)	19 (95.00)	20 (12.05)
Other Degree	04 (08.16)	01 (02.04)	44 (89.79)	49 (30.62)
Total	14 (08.75)	03 (01.87)	143 (89.37)	160 (100.00)
Type of appointment				
Permanent	05 (13.51)	01 (02.70)	31 (83.78)	37 (23.12)
Temporary	06 (05.82)	02 (01.94)	95 (92.23)	103 (64.37)
With Consolidated Salary	01 (20.00)	00 (00.00)	04 (80.00)	05 (3.12)
On Contract Basis	02 (13.33)	00 (00.00)	13 (86.66)	15 (09.37)
Total	14 (08.75)	03 (01.87)	143 (89.37)	160 (100.00)
Professional				

experience				
Less than 5 years	08 (10.66)	02 (02.66)	65 (86.66)	75 (46.87)
5-10 years	06 (08.00)	01 (01.33)	68 (90.66)	75 (46.87)
10-20 years	00 (00.00)	00 (00.00)	09 (100.00)	09 (05.62)
20-30 years	00 (00.00)	00 (00.00)	01 (100.00)	01 (00.62)
Total	14 (08.75)	03 (01.87)	143 (89.37)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalist in Bengaluru states that the vast majority of 89.00 per cent of the women journalists have not face pressures at work place. Nearly 09.00 per cent of the respondents say they have pressurized by the senior staff members. And about 02.00 per cent of them face work pressure from the management level.

Classification of data in terms of age group, majority of about 92.00 per cent of them under 26-35 age group feels that they have not face any pressure. About 85.00 per cent of them under 18-25 age group also states the same. About 15.00 per cent of the respondents under 18-25 age group feels they are facing work pressure from seniors. About 02.00 of them under 26-35 age group says they are facing problems by the management side.

In terms of income, about 93.00 per cent of the respondents Rs. 51.000 and above income category have not face over work pressure in the media. About 98.00 per cent of them between Rs.31.000-50.000 income categories also feel the same. Nearly 35.00 per cent of them between Rs. 11.000-30.000 income categories feels there is work pressure by seniors. And only 02.00 per cent of them state that there is some kind of irritation from the management.

In terms of educational background, the majority of the respondents with journalism in degree (91.00%) as well as non journalism degree (90.00%) feel that none of them are put over pressure in the media house. Also journalism in PG (84.00%) of the respondents follows the same opinion. Respondents with journalism in Pg (13.00%) state that seniors are pressurizing them in the working place. Nearly 08.00 per cent of them in non journalism degree also feel the same opinion. But only 02.00 per cent of them in three different categories such as journalism in Degree and PG as well as other graduates say they are facing problems from the management side.

In terms of type of appointment, the vast majority of 92.00 per cent of temporary women staffs feels that they are not facing any problems from the media organization. About 84.00 per cent of the permanent staffs also feel the same opinion. Nearly each 13.00 per cent of permanent and on contract basis employees endorse that senior media person are giving some kind of pressure them in the work place. And only 2.00 per cent of the respondents feel that they are facing problems by the management.

Further, in terms of professional experience, the vast majority of 91.00 per cent of the women journalists with 5-10 years of experience feels they are free from any kind of pressures. About 87.00 per cent of them with less than 5 years of experience also feel the same opinion. About 11.00 per cent of them with less than 5 years of experience feel that seniors are put over pressure on them in the work place. About 08.00 per cent of them with 5-10 years of experience also feel the same opinion. Only about 02.00 per cent of the respondents with having less than 5 years of experience state that management is putting pressure on them in their work.

Table: 12 **Level of Job Satisfaction**

Age	Highly satisfied	Moderately satisfied	Satisfied	Moderately not satisfied	Highly not satisfied
18 – 25	15 (25.42)	23 (38.98)	14 (23.72)	06 (10.16)	01 (01.69)
26 – 35	33 (37.93)	26 (29.88)	26 (29.88)	01 (01.14)	01 (01.14)
36 – 45	05 (35.71)	07 (50.00)	01 (07.14)	01 (07.14)	00 (00.00)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	53 (33.12)	56 (35.00)	41 (25.62)	08 (05.00)	02 (01.25)
Income (Monthly)					
Below 11.000	00 (00.00)	03 (75.00)	01 (25.00)	00 (00.00)	00 (00.00)
11 - 30.000	06 (26.08)	03 (13.04)	06 (26.08)	06 (26.08)	02 (08.69)
31 - 50.000	14 (29.08)	18 (38.29)	15 (35.91)	00 (00.00)	00 (00.00)
Above 51.000	33 (38.37)	32 (37.20)	19 (22.09)	02 (02.32)	00 (00.00)
Total	53 (33.12)	56 (35.00)	41 (25.62)	08 (05.00)	02 (01.25)
Education					
Degree with Journalism	11 (23.91)	20 (43.47)	13 (28.26)	01 (02.17)	01 (02.17)
PG in Journalism	13 (28.88)	15 (33.33)	13 (28.88)	03 (06.66)	01 (02.22)
Certificate/Diploma in Journalism	11 (55.00)	04 (20.00)	05 (25.00)	00 (00.00)	00 (00.00)
Other Degree	18 (36.73)	17 (34.69)	10 (20.40)	04 (08.16)	00 (00.00)
Total	53 (33.12)	56 (35.00)	41 (25.62)	08 (05.00)	02 (01.25)
Type of appointment					
Permanent	13 (35.13)	07 (18.91)	14 (37.83)	03 (08.10)	00 (00.00)
Temporary	34 (33.00)	46 (44.66)	19 (18.44)	04 (03.88)	00 (00.00)
With Consolidated Salary	00 (00.00)	02 (40.00)	01 (20.00)	01 (20.00)	01 (20.00)
On Contract Basis	06 (40.00)	01 (06.66)	07 (46.66)	00 (00.00)	01 (06.66)
Total	53 (33.12)	56 (35.00)	41 (25.62)	08 (05.00)	02 (01.25)
Professional experience					
Less than 5 years	23 (30.66)	28 (37.33)	19 (25.33)	04 (05.33)	01 (01.33)
5-10 years	26 (34.66)	24 (32.00)	20 (26.66)	04 (05.33)	01 (01.33)
10-20 years	04 (44.44)	03 (33.33)	02 (22.22)	00 (00.00)	00 (00.00)
20-30 years	00 (00.00)	01 (100.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	53 (33.12)	56 (35.00)	41 (25.62)	08 (05.00)	02 (01.25)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru indicates that nearly 35.00 per cent of the women journalists moderately satisfied about the present job. About 33.00 per cent of them say highly satisfied. About 25.00 per cent feel they are satisfied. About 05.00 per cent of them say moderately not satisfied, only about 01.00 per cent of them are highly not satisfied about their job.

In terms of age group data shows nearly 39.00 per cent of the respondents' under 18-25 age group followed by about 30.00 per cent of them under 26-35 age group says they are moderately satisfied about the job status. About 38.00 per cent of the respondents under 26-35 age group are highly satisfied about their profession. Respondents under 26-35 age group (30.00%) followed by under 18-25 age group (24.00%) of them feels happy. About 10.00 per cent of them under 18-25 age group are moderately satisfied about the job. Only 02.00 per cent of them feel that their job status is highly not satisfied.

Income wise, Respondents about (38.00%) between Rs.31.000-50.000 followed by (37.00%) over Rs.51.000 income groups states that their job status is moderately satisfied. About 38.00 per cent over Rs. 51.000 and about 29.00 per cent between Rs. 31.000-50.000 income categories says they are highly satisfied about the job status. About 36.00 per cent of the respondents between Rs.31.000-50.000 as well as 22.00 per cent of them above Rs. 51.000 income group feel that they are satisfied about their present job status. About 26.00 per cent of the respondents between Rs. 11.000-30.000 income groups say that they are moderately not satisfied. And only about 09.00 per cent of them between Rs. 11.000-30.000 income groups also feel highly not satisfied.

Education wise, respondents with journalism degree (43.00%) followed by with other graduates about (34.00%) endorse that their job status is moderately satisfied. About (37.00%) under non journalism degree as well as (29.00%) under journalism in PG say they are highly satisfied about the present job status. About each 28.00 per cent of the respondents under journalism in degree as well as journalism in PG feel that they are satisfied about the job. On the other hand 08.00 per cent of the respondents under non journalism degree say that they are not satisfied about the job. About each 02.00 per cent of the respondents under journalism in degree as well as in PG are highly not satisfied.

In terms of type of appointment data shows that, temporary women staffs (45.00%) feel that they are moderately satisfied about the present job. Nearly 33.00 per cent of the temporary and about 35.00 per cent of the permanent employees state that they are highly satisfied about the job status. About 38.00 per cent of permanent staffs feel that they are satisfied about their profession. About 18.00 per cent of the respondents also feel the same opinion. Nearly 08.00 per cent of the respondents are moderately not satisfied about the job status. And nearly 20.00 per cent of them with consolidated salary feel that they are totally unsatisfied.

Further, in terms of professional experience respondents with having less than 5 years of experience (37.00%) followed by having 5-10 years of experience (32.00%) are moderately satisfied about their profession. Nearly (35.00%) with having 5-10 years of experience as well as about (31.00%) with less than 5 years of experience states that they are highly satisfied about their profession. But, women journalists with 5-10 years of experience (27.00%) followed by (25.00%) of them having less than 5 years of experience say that they are satisfied about their profession. Each 05.00 per cent of them having less than 5 years and 5-10 years of experience feel that they are moderately satisfied. Also each 01.00 per cent of them having less than 5 years

of experience as well as 5-10 years of experience are highly not satisfied about the present profession.

Table : 13 Differences in Women Professional Values that of Male

Age	Yes	No	Cannot Say	Total
18 – 25	10 (16.94)	29 (49.15)	20 (33.89)	59 (36.87)
26 – 35	10 (11.49)	45 (51.72)	32 (36.78)	87 (54.37)
36 – 45	00 (00.00)	06 (42.85)	08 (57.14)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	20 (12.05)	80 (50.00)	60 (37.05)	160 (100.00)
Income (Monthly)				
Below 11.000	03 (75.00)	01 (25.00)	20 (33.89)	04 (2.05)
11 - 30.000	09 (39.13)	09 (39.13)	32 (36.78)	23 (14.37)
31 - 50.000	04 (04.51)	32 (68.08)	08 (57.14)	47 (29.37)
Above 51.000	04 (04.65)	38 (44.18)	00 (00.00)	86 (53.75)
Total	20 (12.05)	80 (50.00)	60 (37.05)	160 (100.00)
Education				
Degree with Journalism	02 (04.34)	25 (54.34)	00 (00.00)	46 (28.75)
PG in Journalism	11 (24.44)	19 (42.22)	05 (21.73)	45 (28.12)
Certificate/Diploma in Journalism	03 (15.00)	10 (50.00)	11 (23.40)	20 (12.05)
Other Degree	04 (08.16)	26 (53.06)	44 (51.16)	49 (30.62)
Total	20 (12.05)	80 (50.00)	60 (37.05)	160 (100.00)
Type of appointment				
Permanent	09 (24.32)	16 (43.24)	12 (32.43)	37 (23.12)
Temporary	10 (09.70)	54 (52.42)	39 (37.86)	103 (64.37)
With Consolidated Salary	01 (20.00)	02 (40.00)	02 (40.00)	05 (3.12)
On Contract Basis	00 (00.00)	08 (53.33)	07 (46.66)	15 (09.37)
Total	20 (12.05)	80 (50.00)	60 (37.05)	160 (100.00)
Professional experience				
Less than 5 years	15 (20.00)	31 (41.33)	29 (38.66)	75 (46.87)
5-10 years	05 (06.66)	42 (56.00)	28 (37.33)	75 (46.87)
10-20 years	00 (00.00)	07 (77.77)	02 (22.22)	09 (05.62)
20-30 years	00 (00.00)	00 (00.00)	01 (100.00)	01 (00.62)
Total	20 (12.05)	80 (50.00)	60 (37.05)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The current study on women journalists in Bengaluru shows that half of the respondents nearly (50.00 %) say there is no difference in professional values between male and female employees. But about 37.00 per cent of the respondents did not like to answer. Nearly 12.00 per cent of them feel that there is difference in professional values between male and female.

About 52.00 per cent of them under 26-35 and about 49.00 per cent of the respondents under 18-25 age groups says there is no differences in professional values. Nearly 37.00 per cent of the respondents under 26-35 age group, followed by about 33.89 per cent under 18-25 age group refused to answer this question. And nearly 17.00 per cent of them under 18-25 well as 11.00 per cent under 26-35 age groups agree with there is difference in professional values between male and female employees.

Income wise, respondents between Rs.31.000-50.000 (68.00%) as well as over Rs.51.000 income categories (44.00%) feel that there is no any such difference in professional values among men and women. About 37.00 per cent of them in Rs.11.000-30.000 income category followed by 34.00 per cent of them in Rs.11.000 and below category refused to give their opinion. Nearly 39.00 per cent of the respondents between Rs.11.000-30.000 income group states that there is big difference in professional values of men and women.

In terms of education, about (54.00%) with journalism in degree followed by nearly (53.00%) with non journalism degree states that there is no unfavorable treatment in professional values. About (51.00%) with non journalism degree (23.00%) with journalism in certificate course have not opined anything. As against, more than 24.00 per cent of the respondents with journalism in PG and about 15.00 per cent of them with journalism in certificate course agree that there is difference between men and women professional values.

In terms of type of appointment, about 52.00 per cent of the temporary women staffs, followed by nearly 43.00 per cent of permanent staffs feel that there is no difference in professional values but equal. About 38.00 per cent of the temporary staffs object to put their view. About 32.00 per

cent of the permanent employees also feel the same. But nearly 24.00 of the permanent employees endorse that there is a professional gap.

On the basis of professional experience, respondents with having 5-10 years of experience (56.00%) as well as with having less than 5 years of experience (41.00%) say that there is no difference in professional values on the men counterpart. About (39.00%) with less than 5 years of experience are inability to give their opinion. About (37.00%) with 5-10 years of experience also opine the same. On the other hand about (20.00%) with having less than 5 years of experience followed by about (07.00%) with 5-10 years of experience feel that there is difference in professional values of men and women.

Table: 14 **Participation in Family Function**

Age	To a great extent	To some extent	Not at all	Total
18 – 25	01 (01.69)	48 (81.35)	10 (16.94)	59 (36.87)
26 – 35	07 (08.04)	68 (78.16)	12 (13.79)	87 (54.37)
36 – 45	02 (14.28)	10 (71.42)	03 (21.42)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	10 (06.25)	125 (78.12)	25 (15.62)	160 (100.00)
Income (Monthly)				
Below 11.000	00 (00.00)	01 (25.00)	03 (75.00)	04 (2.05)
11 - 30.000	01 (04.34)	12 (52.17)	10 (43.47)	23 (14.37)
31 - 50.000	02 (04.25)	42 (89.36)	04 (08.51)	47 (29.37)
Above 51.000	07 (08.13)	71 (82.77)	08 (09.30)	86 (53.75)
Total	10 (06.25)	125 (78.12)	25 (15.62)	160 (100.00)
Education				
Degree with Journalism	01 (02.17)	42 (91.30)	03 (06.52)	46 (28.75)
PG in Journalism	03 (06.66)	29 (64.44)	13 (28.88)	45 (28.12)
Certificate/Diploma in Journalism	04 (20.00)	13 (65.00)	03 (15.00)	20 (12.05)
Other Degree	02 (04.08)	41 (83.67)	06 (12.24)	49 (30.62)
Total	10 (06.25)	125 (78.12)	25 (15.62)	160 (100.00)
Type of appointment				
Permanent	06 (16.21)	18 (48.64)	13 (35.13)	37 (23.12)
Temporary	04 (03.88)	92 (89.32)	07 (06.79)	103 (64.37)
With Consolidated Salary	00 (00.00)	03 (60.00)	02 (40.00)	05 (3.12)
On Contract Basis	00 (00.00)	12 (80.00)	03 (20.00)	15 (09.37)

Total	10 (06.25)	125 (78.12)	25 (15.62)	160 (100.00)
Professional experience				
Less than 5 years	01 (01.33)	60 (80.00)	14 (18.66)	75 (46.87)
5-10 years	08 (10.66)	57 (76.00)	10 (13.33)	75 (46.87)
10-20 years	01 (11.11)	07 (77.77)	01 (11.11)	09 (05.62)
20-30 years	00 (00.00)	01 (100.00)	00 (00.00)	01 (00.62)
Total	10 (06.25)	125 (78.12)	25 (15.62)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The above table indicates that majority of 78.00 per cent of the respondents have attend family functions to some extent. About 16.00 per cent of them say they do not get time to attend all family functions, as against only 06.00 per cent of them says they attend all the functions.

Classification of data in terms of age group about 78.00 per cent of the respondents under 26-35 age group says they cannot attend family functions always but once in a while. About 81.00 of the respondents under 18-25 age group also feel the same opinion. Nearly 17.00 per cent of the respondents under 18-25 age group followed by 14.00 per cent of them under 26-35 age group says they cannot attend ant family functions. But only 08.00 per cent of the respondents under 26-35 age group says they have greatly attend all the family functions.

In terms of income, majority of respondents above Rs.51.000 category (83.00%) and the respondents between Rs. 31.000-50.000 income categories (89.00%) feel that rarely they attend family functions. About 43.00 per cent of them between Rs 11.000-30.000 category feel that they do not get free time to attend family functions. Nearly 09.00 per cent of them over Rs.51.000 income category also share the same opinion. On the contrary about 08.00 per cent of the respondents Rs. 51.000 and above income category endorse that they doesn't miss the family functions. About 04.00 per cent of the respondents between Rs.31.000-50.000 income groups also opine the same.

In terms of educational qualification, the vast majority of the respondents with journalism in degree (91.00%) followed by respondents with non journalism in degree (84.00%) feel that they

attend family functions to some extent. Nearly (29.00%) with journalism in PG about (12.00%) with other graduates say that they do not attend family functions About 20.00 per cent of them with journalism in certificate course say that they have greatly attend all family functions. And about 07.00 per cent of them with journalism in PG also say the same opinion.

In terms of type of appointment, majority of 89.00 per cent of the temporary staffs feel that rarely they attend the family functions. About 49.00 per cent of the permanent staffs also endorse the same opinion. About 35.00 per cent of the permanent and 07.00 per cent of the temporary employees says that they couldn't get time to attend family functions. But about 16.00 per cent of the permanent employees feel that they do not miss any family functions. Nearly 04.00 per cent of the temporary staffs also feel the same opinion.

Further, in terms of professional experience, majority of them (80.00%) with having less than 5 years of the experience followed by about (76.00%) with having 5 -10 years of experience say they attend family functions off and on. About 19.00 per cent of them with having less than 5 years of experience and about 13.00 per cent of them with 5-10 years of experience states that they do not attend family functions. And about 11.00 per cent of the respondents with having 5-10 years of experience say that they don't miss family functions.

Table : 15 Professional barrier to attend Family Functions

Age	Yes	No	Not always	Total
18 – 25	05 (08.47)	20 (33.89)	34 (57.62)	59 (36.87)
26 – 35	07 (08.04)	32 (36.78)	48 (57.17)	87 (54.37)
36 – 45	03 (21.42)	03 (21.42)	08 (57.14)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	15 (09.37)	55 (34.37)	90 (56.25)	160 (100.00)
Income (Monthly)				
Below 11.000	00 (00.00)	00 (00.00)	04 (100.00)	04 (2.05)
11 - 30.000	06 (26.08)	11 (47.52)	06 (26.08)	23 (14.37)
31 - 50.000	02 (04.25)	10 (21.27)	35 (74.46)	47 (29.37)
Above 51.000	06 (06.97)	34 (39.53)	46 (53.48)	86 (53.75)
Total	15 (09.37)	55 (34.37)	90 (56.25)	160 (100.00)
Education				
Degree with Journalism	02 (04.34)	15 (32.60)	29 (63.04)	46 (28.75)
PG in Journalism	08 (17.77)	16 (35.55)	21 (46.66)	45 (28.12)
Certificate/Diploma in Journalism	02 (10.00)	07 (35.00)	11 (55.00)	20 (12.05)
Other Degree	03 (06.12)	16 (32.65)	30 (61.22)	49 (30.62)
Total	15 (09.37)	55 (34.37)	90 (56.25)	160 (100.00)
Type of appointment				
Permanent	09 (24.32)	13 (35.13)	15 (40.54)	37 (23.12)
Temporary	04 (03.88)	27 (26.21)	72 (69.90)	103 (64.37)
With Consolidated Salary	01 (20.00)	02 (40.00)	02 (40.00)	05 (3.12)
On Contract Basis	01 (06.66)	13 (86.66)	01 (06.66)	15 (09.37)
Total	15 (09.37)	55 (34.37)	90 (56.25)	160 (100.00)
Professional experience				
Less than 5 years	09 (20.93)	23 (30.66)	43 (57.33)	75 (46.87)
5-10 years	05 (06.66)	29 (38.66)	41 (54.66)	75 (46.87)
10-20 years	01 (11.11)	03 (33.33)	05 (55.55)	09 (05.62)
20-30 years	00 (00.00)	00 (00.00)	01 (100.00)	01 (00.62)
Total	15 (09.37)	55 (34.37)	90 (56.25)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The current study discloses that more than half of the respondents about 56.00 feel that professional duties affect on family responsibilities once in a while. About 34.00 per cent of the respondents feel that professional duties would not affect their family responsibilities. Only about 09.00 per cent of them agree with professional duties affects on family responsibilities.

Distribution of data in terms of age group, each 57.00 per cent of them under 18-25 age group as well as 26-35 age group says that sometimes professional duties affect their family responsibilities. Respondents about 36.78 per cent of them under 26-35 age group followed by 33.89 per cent of them under 18-25 age group says that professional duties are not affecting their family responsibilities. Each 08.00 per cent of the respondents under 18-25 as well as 26-35 age group feel that professional duties affects their family responsibilities.

In terms of income about 74.00 per cent of the women journalists between Rs.31.000-50.000 income groups followed by about 53.00 per cent of them over Rs.51.000 income group feel that rarely professional duties affects on family responsibilities. Nearly 40.00 per cent of the respondents over Rs.51.000 income category feel that professional duties will not affect on family responsibilities. About 48.00 per cent of them under Rs.11.000-30.000 income group also feel the same opinion. Nearly 26.00 per cent of them under Rs.11.000-30.000 and about 07.00 per cent of them over Rs.51.000 income groups feel that professional duties affects on family responsibilities.

In terms of education, most of them (63.00%) with journalism in PG about (61.00%) with non journalism degree feel rarely they find difficulties in handling family responsibilities. About

36.00 per cent of them with journalism in PG feel that professional duties don't affect their family responsibilities. As well as each 32.00 per cent of them with non journalism degree and journalism in degree feel the same opinion. Nearly 18.00 per cent of them with journalism in PG as well as 06.00 per cent of them with non journalism in degree feel that professional duties affects on family responsibilities.

In terms of type of appointment, most of the temporary women journalists about 70.00 followed by about 41.00 per cent of permanent staffs feel that professional duties affects on family responsibilities once in while. About 26.00 per cent of the temporary staffs as well as 87.00 per cent of them on contract basis employees feel that professional duties do not affect their family responsibilities. Nearly 24.00 per cent of the permanent staffs feel that professional duties affect their family responsibilities. And about 03.00 per cent of temporary staffs also endorse the same.

Further in terms of professional experience, respondents about (57.00%) with having less than 5 years of experience followed by (55.00%) with having 5-10 years of experience feel that professional duties affect family responsibilities once in a while. Nearly (39.00%) with having 5-10 years of experience and about 31.00 per cent of them with having less than 5 years of experience say that professional duties do not affect their personal life. As against, about 20.00 per cent of them with having less than 5 years of experience feel that professional duties affects on personal life.

.

Table : 16 Continuing Profession in Future

Age	Yes	No	Cannot say	Total
18 – 25	30 (50.84)	07 (11.86)	22 (50.84)	59 (36.87)
26 – 35	33 (37.93)	18 (20.60)	36 (41.37)	87 (54.37)
36 – 45	07 (50.00)	00 (00.00)	07 (50.00)	14 (35.71)
46 above	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	70 (43.75)	25 (15.65)	65 (40.62)	160 (100.00)
Income (Monthly)				
Below 11.000	04 (100.00)	00 (00.00)	00 (00.00)	04 (2.05)
11 - 30.000	18 (78.26)	01 (04.34)	04 (17.39)	23 (14.37)
31 - 50.000	22 (46.80)	05 (10.63)	20 (42.55)	47 (29.37)
Above 51.000	26 (30.23)	19 (22.09)	41 (47.67)	86 (53.75)
Total	70 (43.75)	25 (15.65)	65 (40.62)	160 (100.00)
Education				
Degree with Journalism	17 (36.95)	08 (17.39)	21 (45.65)	46 (28.75)
PG in Journalism	23 (51.11)	05 (11.11)	17 (36.17)	45 (28.12)
Certificate/Diploma in Journalism	09 (45.00)	04 (20.00)	07 (35.00)	20 (12.05)
Other Degree	21 (42.85)	08 (16.32)	20 (40.81)	49 (30.62)
Total	70 (43.75)	25 (15.65)	65 (40.62)	160 (100.00)
Type of appointment				
Permanent	17 (45.94)	02 (05.40)	18 (48.64)	37 (23.12)
Temporary	43 (41.74)	21 (20.38)	39 (37.86)	103 (64.37)
With Consolidated Salary	03 (60.00)	00 (00.00)	02 (40.00)	05 (3.12)
On Contract Basis	07 (46.66)	02 (13.33)	06 (40.00)	15 (09.37)
Total	70 (43.75)	25 (15.65)	65 (40.62)	160 (100.00)
Professional experience				
Less than 5 years	35 (46.66)	13 (17.33)	27 (36.00)	75 (46.87)
5-10 years	27 (36.00)	12 (16.00)	36 (48.00)	75 (46.87)
10-20 years	07 (77.77)	00 (00.00)	02 (22.22)	09 (05.62)

20-30 years	01 (100.00)	00 (00.00)	00 (00.00)	01 (00.62)
Total	70 (43.75)	25 (15.65)	65 (40.62)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The present study on women journalists in Bengaluru shows that about 44.00 per cent of the women journalists' states that they will continue media profession in future. About 41.00 per cent of them are not expressed their opinion. But 16.00 per cent of them feel that they do not want to continue the profession in future.

Classification of data in terms of age, about 51.00 per cent of the respondents under 18-25 age group says that they will continue the same profession. About 38.00 per cent of them under 26-35 age group also shares the same opinion. Nearly 51.00 per cent of them under 18-25 age group are inability to give their opinion. About 41.00 per cent of them under 26-35 age group also feel the same opinion. About 21.00 per cent of them under 26-35 age group and 12.00 per cent of the respondents under 18-25 age group feel that they do not want to continue same profession in future.

In terms of income, nearly 30.00 per cent of the respondents Rs. 51.000 and above income group and about 47.00 per cent of them Rs. 31.000-50.000 income group feel that they will continue the profession in future. And more than 78.00 per cent of the respondents between Rs. 11.000-30.000 income groups also opine the same. Nearly 48.00 per cent of them over Rs.51.000 income category followed by 43.00 per cent of them between Rs.31.000-50.000 income categories are not given their opinion. About 22.00 per cent of them above Rs. 51.000 income group and only about 11.00 per cent of them between 31.000-50.000 income groups says they will not continue the profession.

In terms of education, respondents more than 51.00 per cent of them with journalism in PG followed by about 43.00 per cent with non journalism degree feel that they will continue the profession in future. About 46.00 per cent of the respondents with journalism in degree and nearly 41.00 per cent of other graduates are unwilling to answer it. About 17.00 per cent of the respondents with journalism in degree followed by 16.00 per cent of them with non journalism degree endorse that they will not continue this profession in future.

In terms of type of appointment, about 42.00 per cent of the temporary staffs feel that they will continue this profession in future. About 46.00 per cent of the permanent staffs also say the same. About 38.00 per cent of temporary staffs as well as 49.00 per cent of permanent staffs are not responded. As against more than 20.00 per cent of the temporary staffs feels that they do not want to continue the profession in future. Nearly 13.00 per cent of them on contract basis also feel the same opinion.

Further in terms of professional experience, about (47.00%) with having less than 5 years of experience followed by 5-10 years of experience about (36.00%) endorse that they will be continue this profession in future. About 48.00 per cent of them with having 5 - 10 years of experience followed by 36.00 per cent of them with less than 5 years of experience are not expressed their opinion. But about 17.00 per cent with less than 5 years of experience followed by 16.00 per cent of them with having 5-10 years of experience says that they will not work in the same profession in future.

Table :17 Supporting Children to take up Journalism

Age	Yes	No	Cannot say	Total
18 – 25	11 (18.64)	15 (25.42)	33 (55.93)	59 (36.87)
26 – 35	07 (08.04)	23 (26.43)	57 (65.51)	87 (54.37)
36 – 45	01 (07.14)	07 (50.00)	06 (42.85)	14 (35.71)
Above 46	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Total	19 (11.87)	45 (28.12)	96 (60.00)	160 (100.00)
Income (Monthly)				
Below 11.000	00 (00.00)	00 (00.00)	04 (100.00)	04 (2.05)
11 - 30.000	07 (30.43)	05 (21.73)	11 (47.82)	23 (14.37)
31 - 50.000	03 (06.38)	10 (21.27)	34 (72.34)	47 (29.37)
Above 51.000	09 (10.46)	30 (34.88)	47 (52.87)	86 (53.75)
Total	19 (11.87)	45 (28.12)	96 (60.00)	160 (100.00)
Education				
Degree with Journalism	04 (08.69)	17 (36.95)	25 (54.34)	46 (28.75)
PG in Journalism	07 (15.55)	12 (26.66)	26 (57.77)	45 (28.12)
Certificate/Diploma in Journalism	02 (10.00)	04 (20.00)	14 (70.00)	20 (12.05)
Other Degree	06 (12.24)	12 (24.48)	31 (63.26)	49 (30.62)
Total	19 (11.87)	45 (28.12)	96 (60.00)	160 (100.00)
Type of appointment				
Permanent	05 (13.51)	11 (29.72)	21 (56.75)	37 (23.12)
Temporary	05 (04.85)	26 (25.24)	72 (69.90)	103 (64.37)
With Consolidated Salary	01 (20.00)	03 (60.00)	01 (20.00)	05 (3.12)
On Contract Basis	08 (53.33)	05 (33.33)	02 (13.33)	15 (09.37)
Total	19 (11.87)	45 (28.12)	96 (60.00)	160 (100.00)
Professional Experience				
Less than 5 years	08 (10.66)	20 (26.66)	47 (62.66)	75 (46.87)
5-10 years	09 (12.00)	23 (30.66)	43 (57.33)	75 (46.87)
10-20 years	02 (22.22)	02 (22.22)	05 (55.55)	09 (05.62)
20-30 years	00 (00.00)	00 (00.00)	01 (100.00)	01 (00.62)
Total	19 (11.87)	45 (28.12)	96 (60.00)	160 (100.00)

Note: The percentages given in the parenthesis in the cells are percentages to the row total.

The current study on women journalists in Bengaluru shows that about 60.00 per cent of the women journalists say decision is left to children to choose their career. About 28.00 per cent of them say they do not like to children take up media profession. About 12.00 per cent of them support children to take up this profession in future.

Distribution of data in terms of age group, about 66.00 per cent of them under 26-35 age group are not responded to this question. About 56.00 per cent of them under 18-25 age group also feel the same. Nearly 26.00 per cent of them under 26-35 age group as well as nearly 25.00 per cent of them under 18-25 age group strongly disagree to children take up this profession. About 19.00 per cent of the respondents under 18-25 age group feel that they would like children to choose this profession in future. Respondents under 26-35 age group about 08.00 per cent feel the same opinion.

In terms of income more than half of the respondents (53.00%) over Rs.51.000 income feel that they cannot insist children to take up this profession. About 72.00 per cent of them between Rs.31.000-50.000 income groups also feel the same opinion. Respondents over Rs.51.000 and above income group about 35.00 per cent and about 21.00 per cent of them between Rs.31.000-50.000 income groups dislike to children take up this job. Nearly 30.00 per cent of them between Rs.11.000-30.000 income groups as well as about 10.00 per cent of them over Rs.51.000 income category state that they support their children to take up this profession in future.

In terms of education, respondents about (63.00%) with other degree and about (58.00%) with journalism in PG are not given their opinion. Nearly 27.00 per cent of them with journalism in PG also share the same opinion. Respondents about 16.00 per cent of them with journalism in

PG followed by about 12.00 per cent of them with non journalism degree feel that they will support their children to take up this profession in future.

In terms of type of appointment, most of them about 70.00 per cent of the temporary staffs followed by about 57.00 per cent of the permanent employees are did not predict anything in this matter. More than 25.00 per cent of the temporary staffs feel that they do not like their children to take up this profession in future. About 30.00 per cent of the permanent staffs also feel the same. Nearly 53.00 per cent of them on contract basis employees as well as 14.00 per cent of the permanent staffs say that they support their children to take up media profession in future.

In terms of professional experience, respondents with having less than 5 years of experience about (63.00%) followed by about (57.00%) with 5-10 years of experience says they cant predict the future now. About 31.00 per cent of them with having 5-10 years of experience followed by 27.00 per cent of them with less than 5 years of experience feel that they do not like their children to take up media profession. As against about 12.00 per cent of them with 5-10 years of experience as well as about 11.00 per cent of them with having less than 5 years of experience feel that they would like to children take up journalism in future.

Variables affecting the women journalist opinion towards various issues

Master Tables

variables	Motivation to pursue journalism		Seeking present employment		Attending internship training		Media background of women journalism		Participation in In-Service training	
	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value
Age	1.98	0.3716	6.0767	0.1935	1.4562	0.4828			0.4894	0.7829
Income	5.3982	0.1449	35.2451	3.863e-06	9.0478	0.02866	22.8393	0.006568	5.8818	0.1175
education	0.1816	0.9805	9.3044	0.1572	32.5925	3.925e-07	12.556	0.1837	5.0626	0.1673
Type of appointment	4.379	0.2233	20.5976	0.002166	1.0403	0.7915	14.6285	0.1017	6.2063	0.102
Professional experience	3.2395	0.3562	8.13	0.2287	1.5621	0.668	23.4464	0.005268	3.5677	0.3121

Variables	Components of									
	Number of female employees		Area of specialization		Salary discrimination in media		Promotion in media		Gender discrimination in the profession	
	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value
Age	8.8354	0.01206	7.7798	0.4553	8.3292	0.08024	8.3292	0.08024	1.3611	0.8509
Income	30.7433	9.627e-07	13.2557	0.3507	21.316	0.00161	21.3156	0.00161	5.8411	0.4412
Education	3.7782	0.2864	8.1981	0.7695	0.6022	0.997	0.6022	0.9964	4.5686	0.6002
Type of appointment	4.1564	0.2451			7.7359	0.2581	7.7359	0.2581	25.8865	0.0002337
Professional experience	0.5643	0.9046			8.9534	0.1762	8.9534	0.1762	2.4973	0.8688

Variables	Over time work in media		Payment for over time work		Working in night shift		Occurring night shift		Security arrangements in night shift	
	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value
Age	0.9062	0.6357	4.4243	0.3516	0.8719	0.6467	1.9726	0.7408	0.5673	0.9666
Income	18.2019	0.000399	40.6704	3.362e-07	7.7773	0.05085	17.1908	0.008607	6.9736	0.3233
Education	3.1709	0.366	8.5341	0.2015	5.895	0.1168	8.222	0.2223	1.79	0.938
Type of appointment	11.888	0.007777	23.2692	0.000711	2.7912	0.425	4.2676	0.6405	13.919	0.03056
Professional experience	1.2173	0.7489	4.9585	0.5491	4.076	0.2534	4.2086	0.6485	6.5219	0.3673

Variables	Components of											
	Harassing women by allotting night shift		Physical/mental harassment in working place		Person who put over pressure in work		Committee to look after women employees		Level of job satisfaction		Media giving importance to women issues	
	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value
Age	8.8354	0.01206	3.9071	0.1418	8.461	0.07608	6.7633	0.0339	12.2116	0.142	5.922	0.2051
Income	30.7433	9.627e-07	30.6015	1.031e-06	38.5452	8.787e-07	4.2724	0.2335	45.0988	9.911e-06	18.2707	0.00559
education	3.7782	0.2864	1.2733	0.7355	2.3285	0.8871	2.1891	0.5341	12.0891	0.4385	2.8487	0.8276
Type of appointment	4.1564	0.2456	7.3025	0.06286	3.8475	0.6973	8.5752	0.0355	41.0554	4.797e-05	32.7419	1.176e-05
Professional experience	0.5643	0.9046	1.0723	0.7838	1.9955	0.9201	8.5752	0.0355	3.917	0.9921	4.1682	0.6539

Variables	Components of											
	Difference in women professional values that of male		Free to write stories on professional demand		Member of professional association		Seeking help from professional associations		Effectiveness of professional associations in protecting women interests		Problems in availing maternity leave	
	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value
Age	4.6143	0.3292	4.4243	0.3516	46.9924	6.248e-4	46.9924	6.248e-11	12.2603	0.05641	47.928	9.772e-10
Income	83.484	6.801e-16	406704	3.362e-07	5.6401	0.1305	5.6401	0.1305	16.1088	0.06464	9.0489	0.1708
education	52.2155	1.688e-09	8.5341	0.2015	1.8099	0.6128	1.8099	0.6128	3.9515	0.9146	5.0924	0.532
Type of appointment	8.0745	0.2327	23.2692	0.0007112	30.1022	1.313e-06	30.1022	1.313e-06	51.686	5.182e-08	22.798	0.0008669
Professional experience	15.6638	0.01568	4.9585	0.5491	20.4931	0.00013	20.4931	0.001341	12.7532	0.1741	69.979	4.128e-13

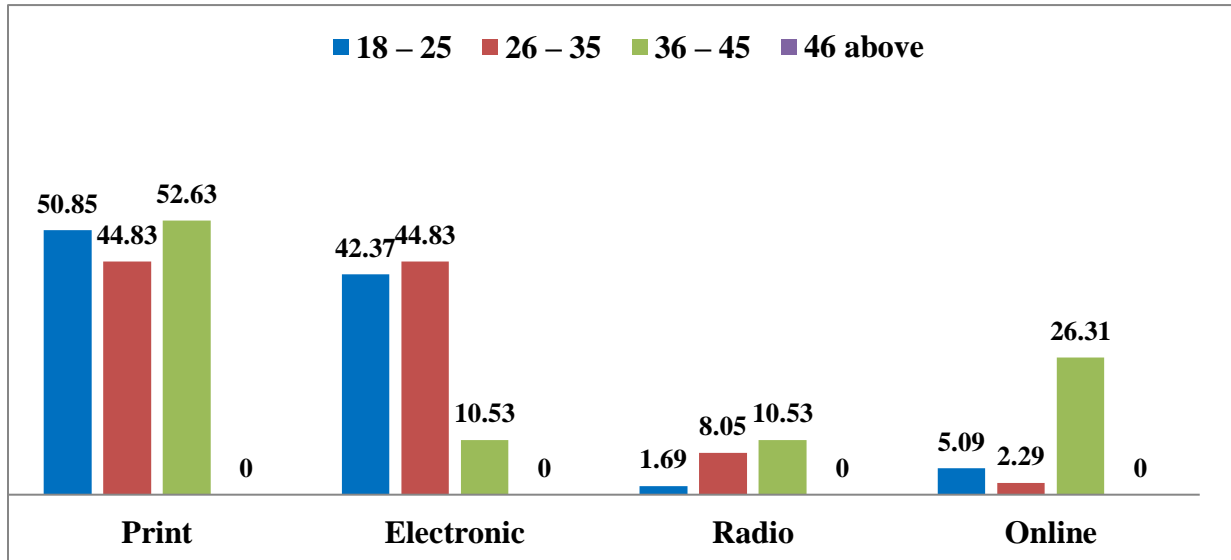
Variables	Components of											
	Participation in family function		Professional barrier to attend family functions		Family support in household work		Profession meets expectations		Continuing profession in future		Supporting children to take up journalism	
	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value	Chi-square value	p-value
Age	4.4026	0.3543	3.2575	0.5157	33.9842	7.508e-07	8.6957	0.0692	6.1042	0.1915	7.5277	0.1105
Income	29.8205	4.252e-05	23.1148	0.0007589	10.2542	0.1143	24.7405	0.0004	24.1701	0.0005	15.3613	0.01763
education	18.2586	0.005618	6.586	0.3608	8.8882	0.18	7.661	0.264	2.5299	0.8651	3.6815	0.7197
Type of appointment	30.2744	3.486e-05	38.6601	8.344e-07	9.7087	0.1375	23.2377	0.0007	6.0482	0.4178	37.1631	1.637e-06
Professional experience	6.7527	0.3443	2.6993	0.8455	52.3738	1.568e-09	5.5414	0.4765	8.5455	0.2008	2.1192	0.9084

The below part is deals with the questions on wide range of issues. Here the researcher has analyzed the data by using variables, namely, age, income, educational background (Journalism), type of appointment and professional experience. Each of the response to a question was cross-tabulated with these variables. Chi- square test for independent in contingency table was used to identify significant association with these variables. Statistical methods such as Chi-square test, standard residuals and p-value are used wherever it is necessary. The researcher has taken the percentage both row wise total and column wise total. But graphs were used only for row wise percentage. The researcher has highlighted only those tables which are statistically significant (p-value) with different variables.

Table: 1 A) Media Background of Women Journalists (Age)

Age Group	Print	Std. residuals	Electronic	Std. residuals	Radio	Std. residuals	Online	Total
18 – 25	30 (50.85) (37.97)	0.569 5057	25(42.3) (37.88)	0.828602 8	01 (01.69) (10)	0.440871	03 (05.09) (30)	59 (36.87)
26 – 35	39 (44.83) (49.37)	0.464 179	39 (44.83) (59.09)	1.336838	07 (08.05) (70)	2.787861	02 (02.29) (20)	87 (54. 37)
36 – 45	10 (52.63) (12.66)	1.753 4206	02 (10.53) (3.03)	1.128792	02 (10.53) (20)	0.867263	05 (26.31) (50)	14 (35.71)
46 above	00. (00.00)	0.391 9411	00. (00.00)	2.138764	00 (00.00)	3.933658	00 (00.00)	00 (00.00)
Total	79 (49.37)		66 (41.25)		10 (06.25)		10 (03.12)	160 (100.00)

Media Background (Age)



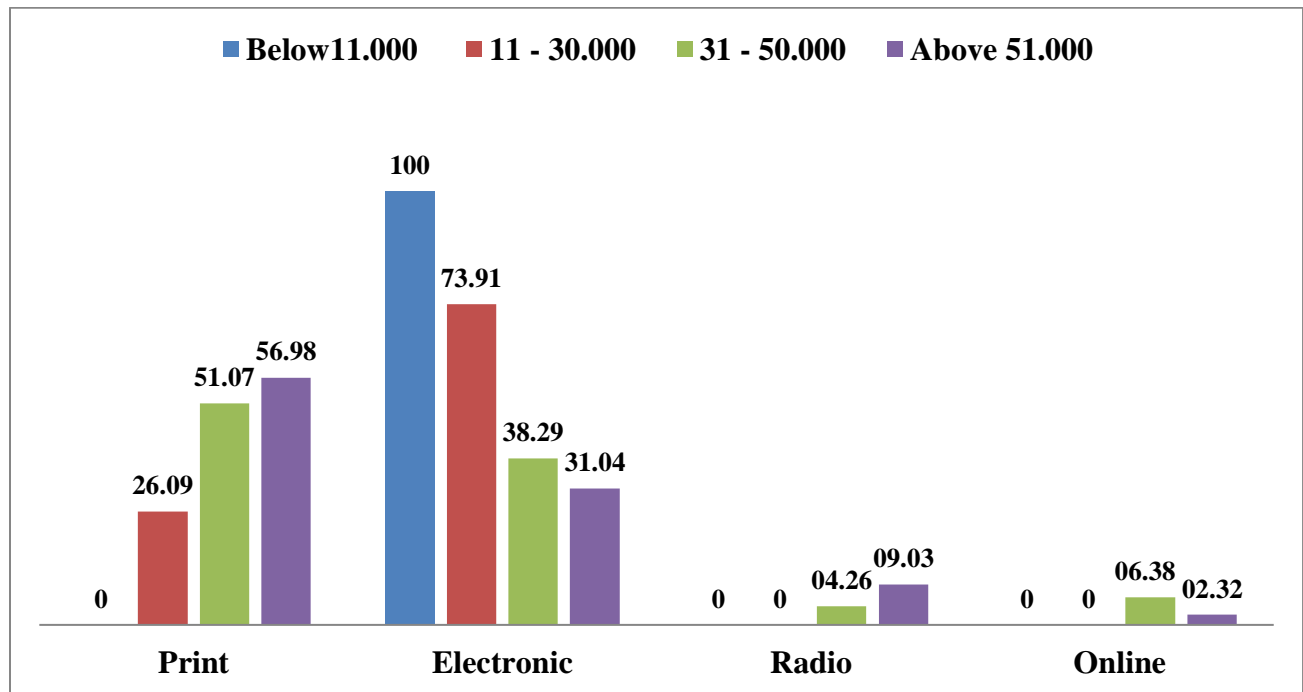
The current study on women journalists in Bengaluru city reveals that nearly half of the women journalists (49.00%) work for print journalism, as against 41.00 per cent of them work for electronic media. About 06.00 per cent are in radio and only 03.00 per cent working online or web journalism.

Distribution of data in terms of age group indicate that majority of 52.00 per cent of women journalists under 36-45 age group works in print media. About 50.00 per cent of them under 18-25 as well as 45.00 per cent of them under 26-35 also opine the same. Respondents under 26-35 age group (44.00 %) followed by (42.00%) under 18-25 age group work for electronic media. Nearly 14.00 per cent of them under 36-45 age group and about 08.00 of them under 18-25 age group are working for radio journalism and very minimal (5.00%) of them under 18-25 age group work for online journalism. P-value is not significant with the variable on age group; it is only highlights the media background of women journalists.

B) Media Background (Income)

Income (Monthly)	Print	Std. residuals	Electronic	Std. residuals	Radio	Std. residuals	Online	Std. residuals	Chi-square	P-Value
Below 11.000	00 (00.00)	2.0003165	04 (100.00) (6.07)	2.4141295	00 (00.00)	0.2755621	00 (00.00)	2.0733400	22.8393	0.006568
11 - 30.000	06 (26.09) (7.59)	2.4172393	17 (73.91) (25.76)	3.4387798	00 (00.00)	0.4892028	00 (00.00)	2.7297238		
31 - 50.000	24 (51.07) (30.38)	0.5229764	18 (38.29) (27.27)	1.3381907	02 (04.26) (20)	0.6722294	03 (06.38) (60)	1.7194857		
Above 51.000	49 (56.98) (62.03)	0.3637867	27 (31.40) (40.90)	0.9308566	08 (09.30) (80)	1.5275206	02 (02.32) (40)	0.6265226		
Total	79 (49.37)		66 (41.25)		10 (06.25)		05 (03.12)			

Media Background (Income)

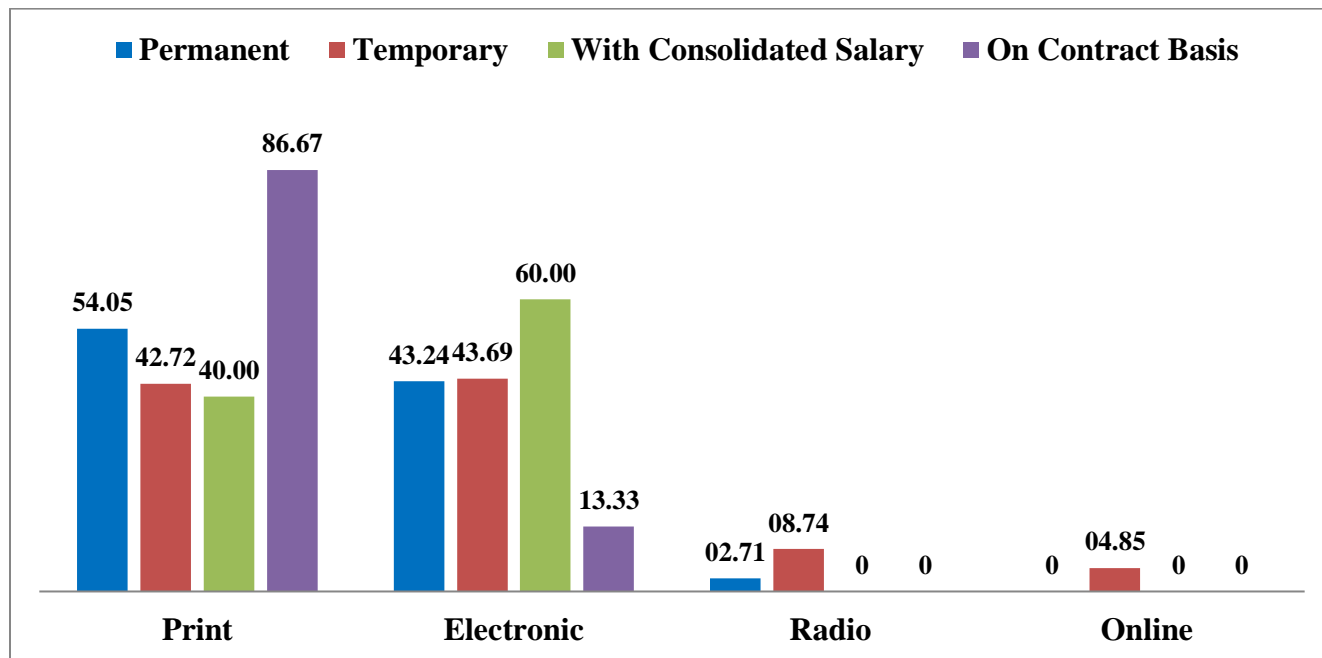


Income wise data shows that, about 57.00 per cent of them between over Rs.51.000 category states that they work for print, followed by about 51.00 per cent of them between Rs. 31.000-50.000 categories also share the same opinion. Nearly 38.00 per cent of them in Rs.31.000-50.000 income category say that they work for TV journalism. About 31.00 per cent of them with income over Rs. 51.000 also share the same opinion. In Rs.51.000 and above categories about 10.00 per cent of them are radio journalists and 06.00 of them under Rs. 31.000-50.000 are engaged as online journalists.

C) Media Background (Types of Appointment)

Type of appointment	Print	Std. residuals	Electronic	Std. residuals	Radio	Std. residuals	Online	Std. residuals	Chi-square	P-Value
Permanent	20 (54.05) (25.32)	0.6492774	16 (43.24) (24.24)	2.2638858	01 (02.71) (10)	0.4260047	00 (00.00)	3.0345713	14.6285	0.1017
Temporary	44 (42.72) (55.70)	0.2809006	45 (43.69) (68.18)	0.8425469	09 (08.74) (90)	0.8652956	05 (04.85) (100)	2.3071151		
With Consolidated Salary	02 (40.00) (2.53)	1.0166705	03 (60.00) (4.55)	1.7476006	00 (00.00)	0.5865885	00 (00.00)	1.0504515		
On Contract Basis	13 (86.67) (16.45)	1.2460270	02 (13.33) (3.03)	1.6900438	00 (00.00)	0.4080358	00 (00.00)	0.7307028		

Media Background (Types of Appointment)

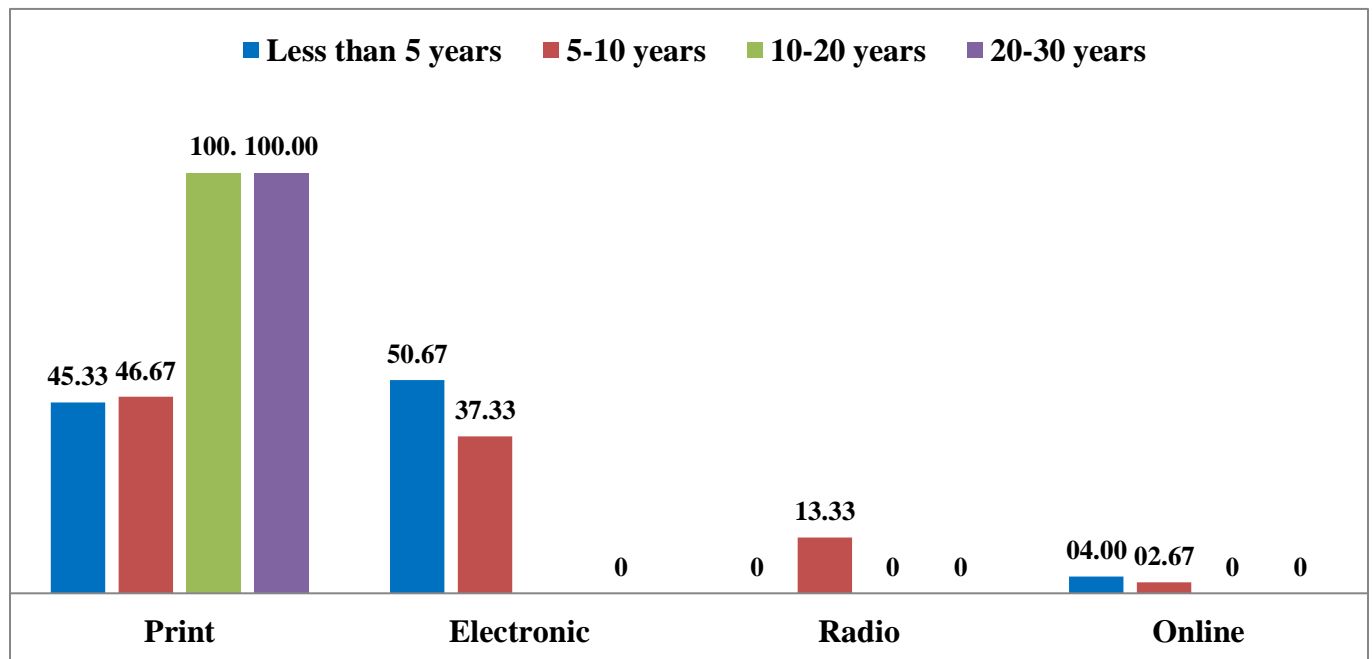


In terms of types of appointment, majority of print journalists (87.00%) works on contract basis. About 54.00 per cent of permanent staff is also in print journalism. Nearly 43.00 per cent of women are working on permanent as well as temporary basis in electronic media. Less than 10.00 per cent of temporary staffs are working in radio journalism, as against 05.00 per cent of temporary staffs who work for web journalism.

D) Media Background (Professional Experience)

Professional Experience	Print	Std. residuals	Electronic	Std. residuals	Radio	Std. residuals	Online	Std. residuals	Chi-square	P-Value
Less than 5 years	34 (45.33) (43.04)	0.9605182	38 (50.67) (57.58)	0.6436462	00 (00.00)	3.1269558	03 (04.00) (60)	1.0157583	23.4464	0.005268
5-10 years	35 (46.67) (44.30)	2.2728064	28 (37.33) (42.42)	0.9453266	10 (13.33) (100)	2.5876219	02 (02.67) (40)	0.8405615		
10-20 years	09 (100.00) (11.39)	3.0678600	00 (00.00)	3.4769079	00 (00.00)	0.7973466	00 (00.00)	0.2590096		
20-30 years	01 (100.00) (1.27)	0.5975281	00 (00.00)	0.3129909	00 (00.00)	0.5546409	00 (00.00)	0.1801692		
Total	79 (49.37)		66 (41.25)		10 (06.25)		05 (03.12)			

Media Background (Professional Experience)

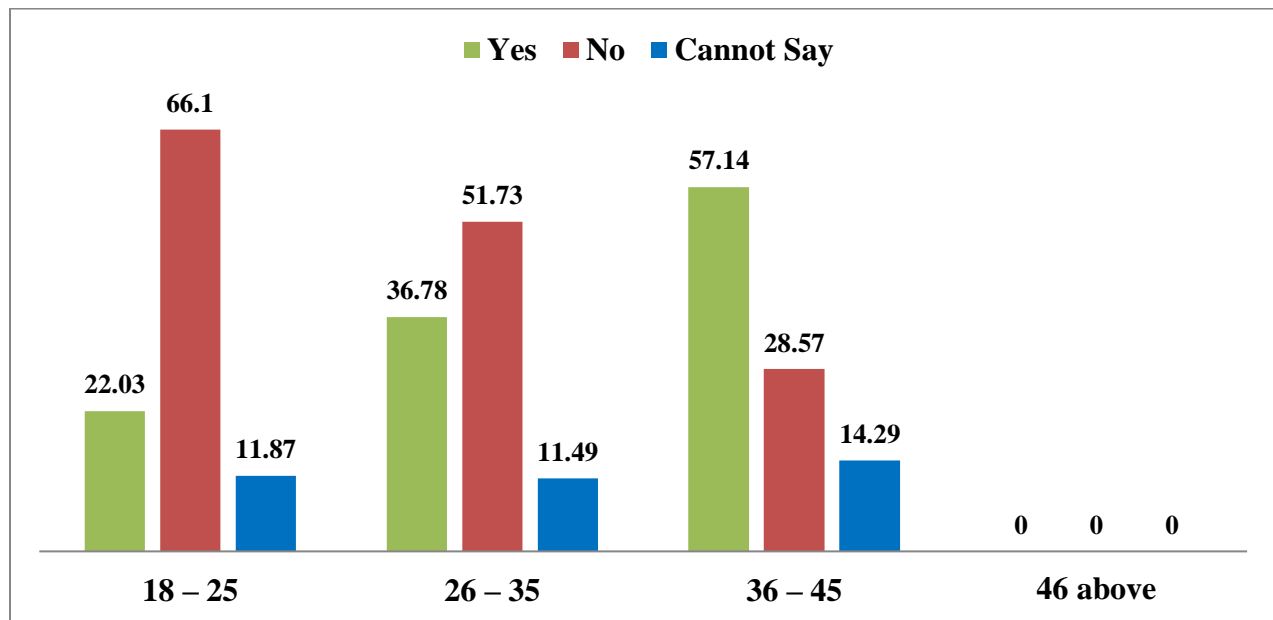


Further, in terms of professional experience, respondents having 5-10 years of experience (47.00%) followed by less than 5 years of experience about (45.00%) say that they work for print media. About 50.00 per cent under less than five years of experience work in TV journalism. And 37.00 per cent with having 5-10 years of experience also feel the same. About 13.00 per cent of them with 5-10 years of experience are employed in radio. And only 04.00 per cent of them with having less than five years of experience say that their working area is online media. The overall conclusion says there are number of opportunities for women in print and electronic media than in broadcast and online journalism. The overall conclusion says more number of women journalists are from the background of print and electronic media.

Table: 2 **A) Salary Discrimination in Media**

Age	Yes	Std. residuals	No	Std. residuals	Cannot Say	Std. residuals	Total	Chi-square	P-Value
18 – 25	13 (22.03) (24.53)	2.278191	39 (66.10) (44.32)	1.072820	07 (11.87) (36.84)	1.998812	59 (36.87)	8.3292	0.08024
26 – 35	32 (36.78) (60.38)	2.157382	45 (51.73) (51.14)	0.909277	10 (11.49) (52.63)	2.080816	87 (54.37)		
36 – 45	08 (57.14) (15.09)	0.0031658	04 (28.57) (4.54)	0.162528096	02 (14.29) (10.53)	0.291895197	14 (35.71)		
46 above	00 (00.00)		00 (00.00)		00 (00.00)		00 (00.00)		
Total	53 (33.12)		88 (55.00)		19 (11.87)		160 (100.00)		

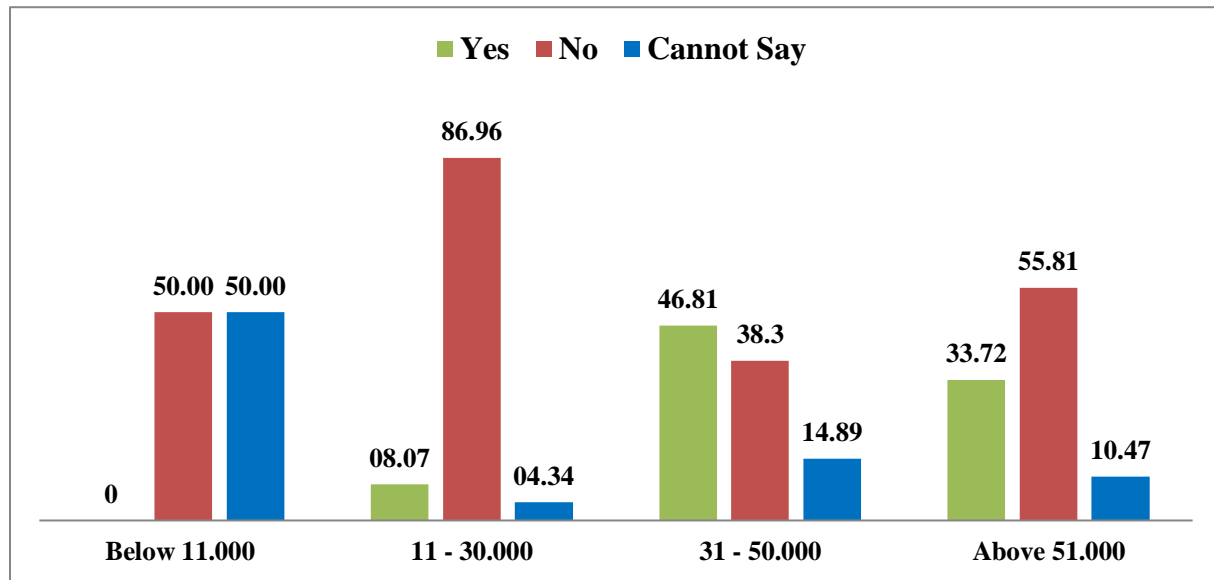
Salary Discrimination (Age)



B) Salary Discrimination (Income)

Income	Yes	Std. residuals	No	Std. Residuals	Cannot Say	Std. residuals	Total	Chi-square	P-Value
Below 11.000	00 (00.00)	1.4255214	02 (50.00) (2.27)	0.2035683	02 (50.00) (10.53)	2.3871030	04 (2.05)	21.316	0.00161
11 - 30.000	02 (08.70) (3.77)	2.6900829	20 (86.96) (22.73)	3.3291666	01 (04.34) (5.26)	1.2059497	23 (14.37)		
31 - 50.000	22 (46.81) (41.51)	2.3716871	18 (38.30) (20.45)	2.7387595	07 (14.89) (36.84)	0.7612220	47 (29.37)		
Above 51.000	29 (33.72) (54.72)	0.1726549	48 (55.81) (54.55)	0.2231030	09 (10.47) (47.37)	0.5943062	86 (53.75)		
Total	53 (33.12)		88 (55.00)		19 (11.87)		160 (100.00)		

Salary Discrimination (Income)



The present study on women journalists in Bengaluru reveals that nearly 55.00 per cent of the women journalists do not find any salary discrimination in the media organization. But about 33.00 per cent of them reveal that they have found the salary discrimination between male and female employees. 12.00 per cent of the respondents refused to give their answer.

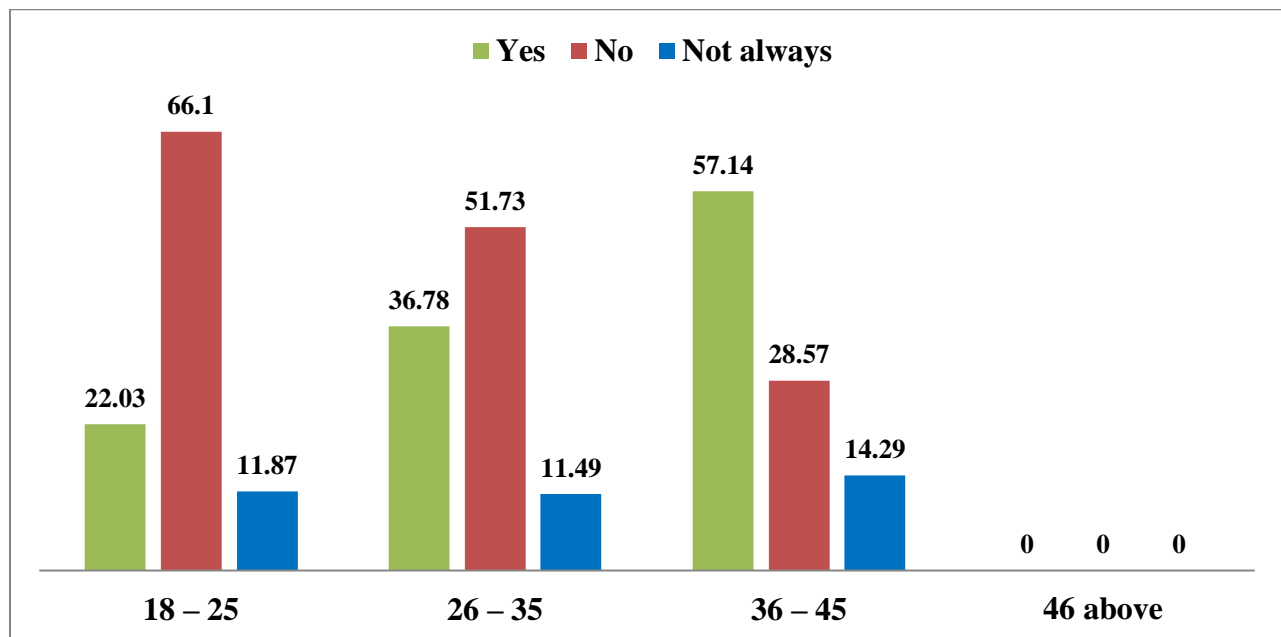
About 22.00 per cent of the employees in the age group of 18-25, confirm that there is salary discrimination, as against 36.78 per cent in the age group of 26-35. About 57.00 per cent in the age group of 36-45 have also endorsed the same view. This is confirmed by the chi-square test with p-value 0.0802. This is significant at 10.00 per cent level. Overall 33.12 per cent of them endorse that there is salary discrimination and 55.00 per cent endorse that there is no salary discrimination. Therefore, although the opinion changes across the age groups, the final conclusion is that there is no salary discrimination. When opinions across different income levels are compared, the opinion changes drastically across the income groups. This is confirmed by the chi-square test. P-value is highly significant at 1.00 per cent (0.0016). The percentage of people who say there is salary discrimination are below Rs.11,000 is 00.00 per cent in comparison to 08.70 per cent in Rs. 11,000-30,000 income group. About 47.00 per cent in the Rs.31-50,000 income group and 33.72 per cent above Rs.51, 000 income group confirm salary discrimination.

Table: 3

A) Promotion in Media (Age)

Age	Yes	Std. residuals	No	Std. Residuals	Not always	Std. residuals	Total	Chi-square	P-Value
18 – 25	13 (22.03) (24.53)	2.278191	39 (66.10) (44.31)	1.072820	07 (11.87) (36.84)	1.998812	59 (36.87)	8.3292	0.08024
26 – 35	32 (36.78) (60.38)	2.157382	45 (51.73) (51.14)	0.909277	10 (11.49) (52.63)	2.080816	87 (54.37)		
36 – 45	08 (57.14) (15.09)	0.0031658	04 (28.57) (4.55)	0.162528096	02 (14.29) (10.53)	0.291895197	14 (35.71)		
46 above	00 (00.00)		00 (00.00)		00 (00.00)		00 (00.00)		
Total	53 (33.12)		88 (55.00)		19 (11.87)		160 (100.00)		

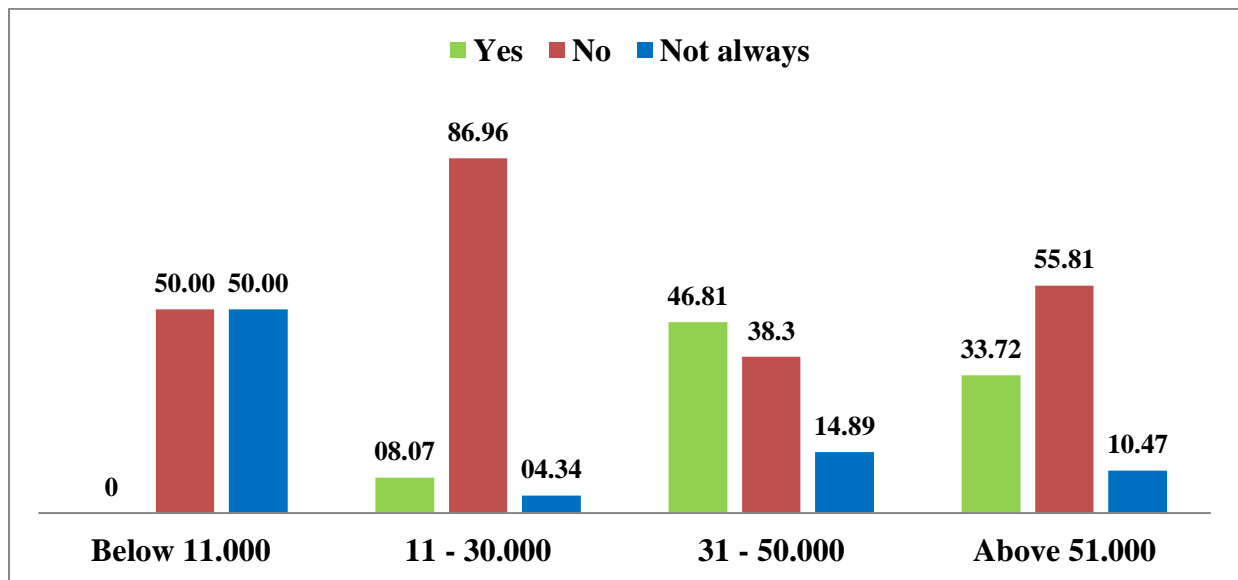
Promotion (Age)



B) Promotion (Income)

Income (Monthly)	Yes	Std. Residuals	No	Std. Residuals	Not always	Std. residuals	Total	Chi- square	P- Value
Below 11.000	00 (00.00)	1.4255214	02 (50.00) (2.27)	2.6900829	02 (50.00) (10.53)	2.3716871	04 (2.05)	21.3156	0.00161
11 30.000	- 02 (08.70) (3.77)	0.2035683	20 (86.96) (22.73)	3.3291666	01 (04.34) (5.26)	2.7387595	23 (14.37)		
31 50.000	- 22 (46.81) (41.51)	2.3871030	18 (38.30) (20.45)	1.2059497	07 (14.89) (36.84)	0.7612220	47 (29.37)		
Above 51.000	29 (33.72) (54.72)	0.1726549	48 (55.81) (54.55)	0.2231030	09 (10.47) (47.37)	0.5943062	86 (53.75)		
Total	53 (33.12)		88 (55.00)		19 (11.87)		160 (100.00)		

Promotion (Income)



The present study on women journalists in Bengaluru indicates that nearly 55.00 per cent of the women journalists did not get the promotion in recent years. And 33.00 per cent of them have got promotion. Rest of 12.00 per cent says routinely get promotion.

Distribution of data in terms of age group, 66.00 per cent of the respondents under 18-25 age group feels that they did not get the promotion. About 52.00 per cent of them under 26-35 age group also follow the same opinion. About 37.00 per cent of them under 26-35 age group says they have got the promotion in recent years. About 57.00 per cent of them between 36-45 age groups also share the same opinion. About 22.00 per cent under 18-25 age group feels that there is no same treatment in promotion. But nearly 12.00 per cent of them under 18-25 age group as well as 12.00 per cent of them under 26-35 age group states that their designation has been changed but not promoted.

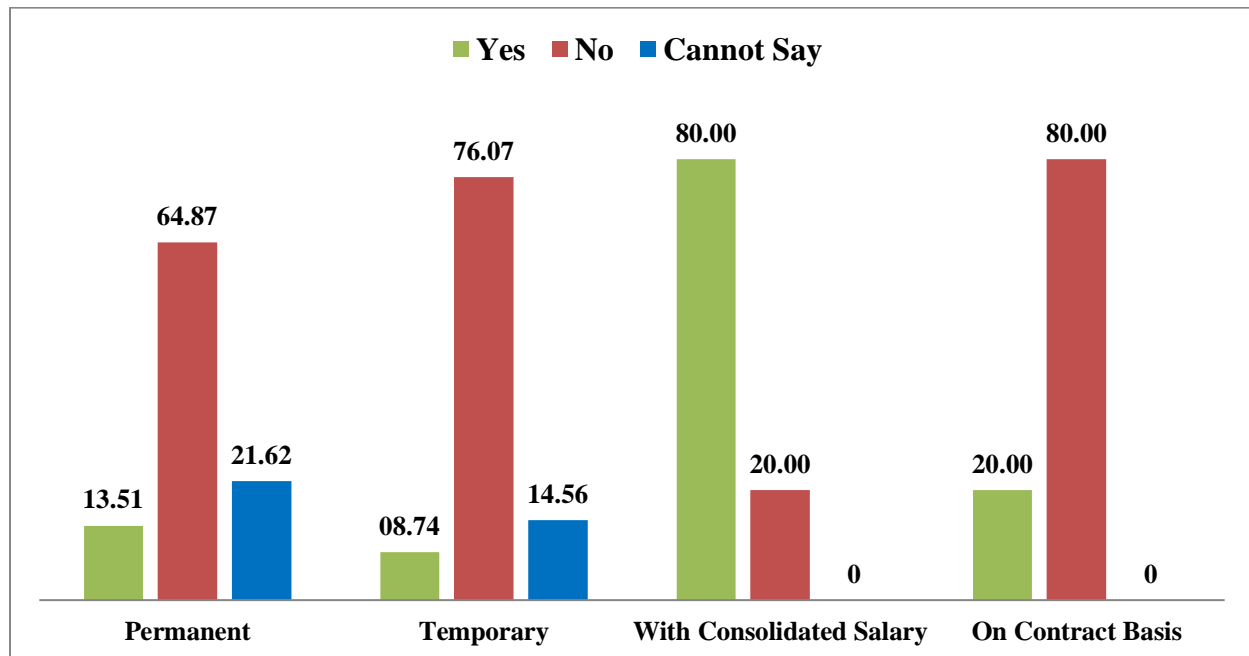
About 56.00 per cent of the respondents over Rs. 51.000 category say they have not been promoted in recent years. And about 87.00 per cent of them under Rs 11.000-30.000 category is of the same opinion. About 47.00 per cent of the women employees under Rs. 31.000-50.000 income says they have get the promotion in recent years. About 34.00 per cent of them Rs.51.000 and above category also feel the same. But about 15.00 per cent of them under Rs. 31.000-50.000 income category say that they have got the promotion but not in recent years. And nearly 10.00 per cent of them under Rs.51.000 and above category also share the same opinion. Nearly 50.00 per cent of the respondents under 11.000 income category as well as 04.34 per cent under 11.000-30.000 income group feels sometimes they have faced the delayed promotion.

Most of the respondents endorse the point that there is no set policy in their media organization regarding promotion. One-third of the respondents (33.12%) are content with their promotion. But if we interpret the data statistically with the chi-square test income wise there is a lot of difference between the respondents (p-value 0.0016) as well age group (p-value 0.0802). Further, we may conclude that in the older age groups as well as in the higher income groups, the respondents have secured promotion.

Table: 4 A) Gender Discrimination (Types of Appointment)

Type of appointment	Yes	Std. residuals	No	Std. Residuals	Cannot Say	Std. Residuals	Total	Chi-square	P-Value
Permanent	05 (13.51) (23.81)	0.07982104	24 (64.87) (20.69)	1.1862867	08 (21.62) (34.78)	1.43297847	37 (23.12)	25.886	0.0002
Temporary	09 (08.74) (42.86)	2.20914998	79 (76.70) (68.10)	1.5990230	15 (14.56) (65.22)	0.09116779	103 (64.37)		
With Consolidated Salary	04 (80.00) (19.05)	4.49930956	01 (20.00) (0.87)	2.6711797	00 (00.00)	0.93085659	05 (3.12)		
On Contract Basis	03 (20.00) (14.28)	0.82831830	12 (80.00) (10.34)	0.6833568	00 (00.00)	1.66696029	15 (09.37)		
Total	21 (13.12)		116 (72.05)		23 (14.37)		160 (100.00)		

Gender Discrimination (Types of Appointment)



The above study on women journalists in Bengaluru shows that, in terms of type of appointment respondents to the tune of 72.00 per cent do not find gender discrimination in the organization. Nearly 14.00 per cent of the respondents refused to give their answers. While, about 13.00 per

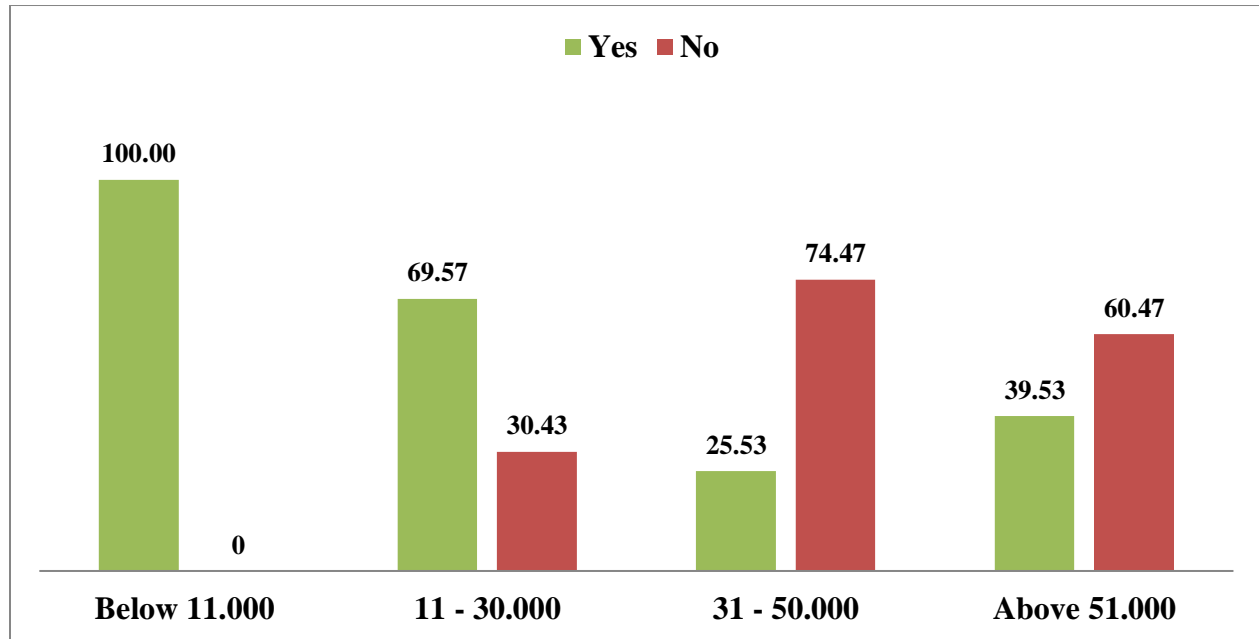
cent of them feel that there is gender discrimination. Majority of 77.00 per cent of the temporary staffs feel that there is no gender discrimination. About 65.00 per cent of the permanent staffs also endorse the same opinion. Nearly 15.00 per cent of the temporary employees as well as 22.00 per cent of permanent staffs would not like to express their views on it. On the other hand about 09.00 per cent of the temporary staffs feel that there is gender discrimination.

It is interesting to note that there is no gender discrimination in different media organizations in Bengaluru. This is highlighted across type of appointment; permanent employees are of the opinion that there is no gender discrimination (64.87%). On the other hand, women journalists with consolidated salary (80.00%) and on contract basis (20.00%) strongly feel that they are prone to gender discrimination in their respective media organizations. The p-value for the Chi-square test is 0.0002. This suggests strong connection between type of appointment and gender discrimination among women journalists.

Table: 5 A) Over-Time Work (Income)

Income (Monthly)	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
Below 11.000	04 (100.00) (6.06)	2.4172393	00 (00.00)	2.4172393	04 (2.05)	18.2019	0.0003
11 - 30.000	16 (69.57) (24.24)	2.9810387	07 (30.43) (7.45)	2.9810387	23 (14.37)		
31 - 50.000	12 (25.53) (18.18)	2.6046743	35 (74.47) (37.23)	2.6046743	47 (29.37)		
Above 51.000	34 (39.53) (51.52)	0.4750847	52 (60.47) (55.32)	0.4750847	86 (53.75)		
Total	66 (41.25)		94 (58.75)		160 (100.00)		

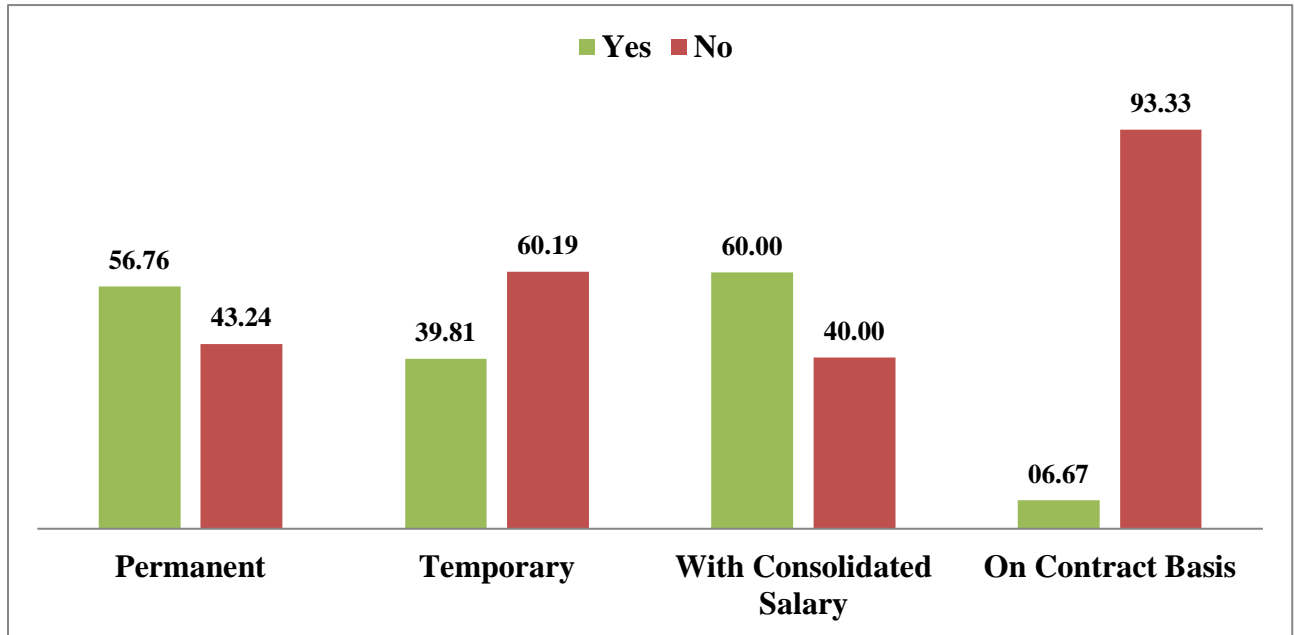
Over Time Work (Income)



B) Over Time Work (Types of Appointment)

Type of appointment	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
Permanent	21 (56.76) (31.82)	2.1853115	16 (43.24) (17.02)	2.1853115	37 (23.12)	11.888	0.0077
Temporary	41 (39.81) (62.12)	0.4988213	62 (60.19) (65.96)	0.4988213	103 (64.37)		
With Consolidated Salary	03 (60.00) (4.55)	0.8652956	02 (40.00) (2.13)	0.8652956	05 (3.12)		
On Contract Basis	01 (06.67) (1.51)	2.8580680	14 (93.33) (14.89)	2.8580680	15 (09.37)		
Total	66 (41.25)		94 (58.75)		160 (100.00)		

Over Time Work (Types of Appointment)



The present study on women journalists in Indian media: A case study of Bengaluru clearly highlights the majority of nearly 59.00 per cent of the women journalists they do not work for over time. Nearly 41.00 per cent of the respondents say that they work for over time than their routine work schedule.

Income wise, more than 74.00 per cent of the women journalists between Rs. 31.000- 50.000 categories opine that they do not work over time. And more than 60.00 per cent of them over Rs. 51.000 income category also share the same opinion. About 70.00 per cent of them between Rs. 11.000 - 30.000 categories say that they do over time duty. And 59.00 per cent of them over Rs. 51.000 category also have the same response. About 26.00 per cent of them under 31-50.000 income group and 100.00 per cent below 11.000 income group feel they work over time.

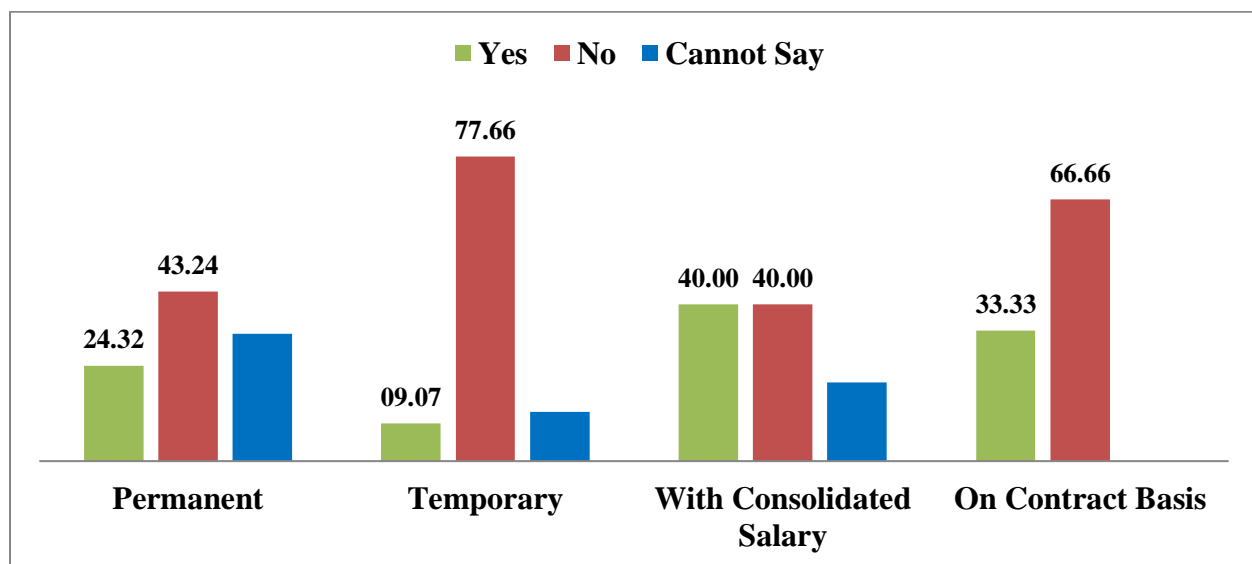
More than 60.00 per cent of the temporary women staff says they do not work over time. Vast majority of 93.00 per cent of on contract basis employees also feel the same, as against about 57.00 per cent of permanent employees agree with they work for over time. Nearly 40.00 per cent of temporary as well as 60.00 percent of with consolidated salary employees also endorse the same opinion. The chi-square value is 11.88 and the p-value is 00.00. It clearly shows permanent employees work over time the media organizations.

The factors, which are significantly associated with overtime work, are income (p-value 0.0003) and type of appointment (p-value 0.0077). The cross- tabulation indicates that women in the low income category do frequent overtime work. 60.00 per cent of the women in the consolidated pay category do overtime work compared to 57.00 of the permanent women employees.

Table: 6 A) Payment for Over Time Work (Types of Appointment)

Type of appointment	Yes	Std. residuals	No	Std. Residuals	Cannot Say	Std. residuals	Total	Chi-square	P-Value
Permanent	09 (24.32) (34.62)	1.518432	16 (43.24) (14.81)	3.5929193	12 (32.43) (46.15)	3.0432176	37 (23.12)	23.2692	0.000711
Temporary	10 (09.70) (38.46)	3.014974	80 (77.66) (74.07)	3.6920232	13 (12.62) (50)	1.6724998	103 (64.37)		
With Consolidated Salary	02 (40.00) (7.69)	1.462594	02 (40.00) (1.85)	1.3338846	01 (20.00) (3.85)	0.2309358	05 (3.12)		
On Contract Basis	05 (33.33) (19.23)	1.883975	10 (66.66) (9.26)	0.0723847	00 (00.00)	1.7920738	15 (09.37)		
Total	26 (16.25)		108 (67.05)		26 (16.25)		160 (100.00)		

Payment for Over Time Work (Types of Appointment)

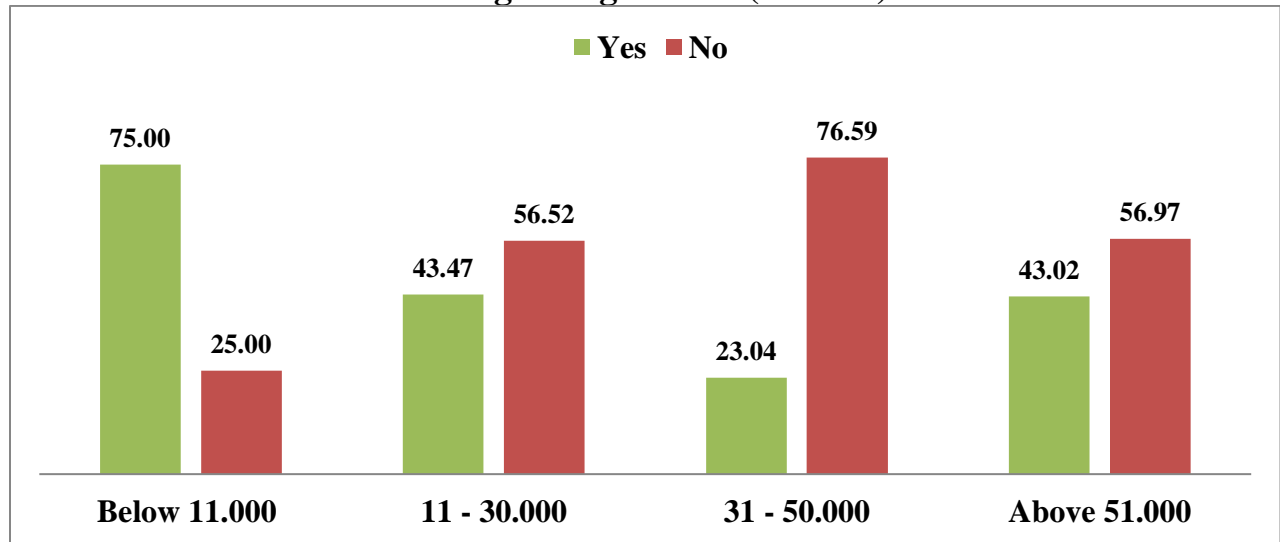


In terms of type of appointment, about 78.00 per cent of the temporary staffs feel that they do not get payment for OT work. About 43.00 per cent of the permanent employees also feel the same. Nearly 67.00 per cent of them on contract basis also share the same opinion. About 24.00 per cent of the permanent employees as well as 33.00 per cent of them on contract basis feel that they get payment for OT. About 10.00 per cent of the temporary employees feel they get the payment. Nearly 32.00 per cent of the permanent women employees refused to answer. Nearly 13.00 per cent of the temporary staff did not answer. The p-value is 0.0007. It reveals that most of the women working on permanent as well as temporary basis did not get payment for overtime work.

Table: 7 **A) Working in Night Shift (Income)**

Income (Monthly)	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
Below 11.000	03 (75.00) (4.92)	1.5377905	01 (25.00) (1.01)	1.5377905	04 (2.05)	7.7773	0.05085
11 - 30.000	10 (43.47) (16.39)	0.5712412	13 (56.52) (13.13)	0.5712412	23 (14.37)		
31 - 50.000	11 (23.40) (18.03)	2.4725037	36 (76.59) (36.36)	2.4725037	47 (29.37)		
Above 51.000	37 (43.02) (60.66)	1.3752203	49 (56.97) (49.49)	1.3752203	86 (53.75)		

Working in Night Shift (Income)



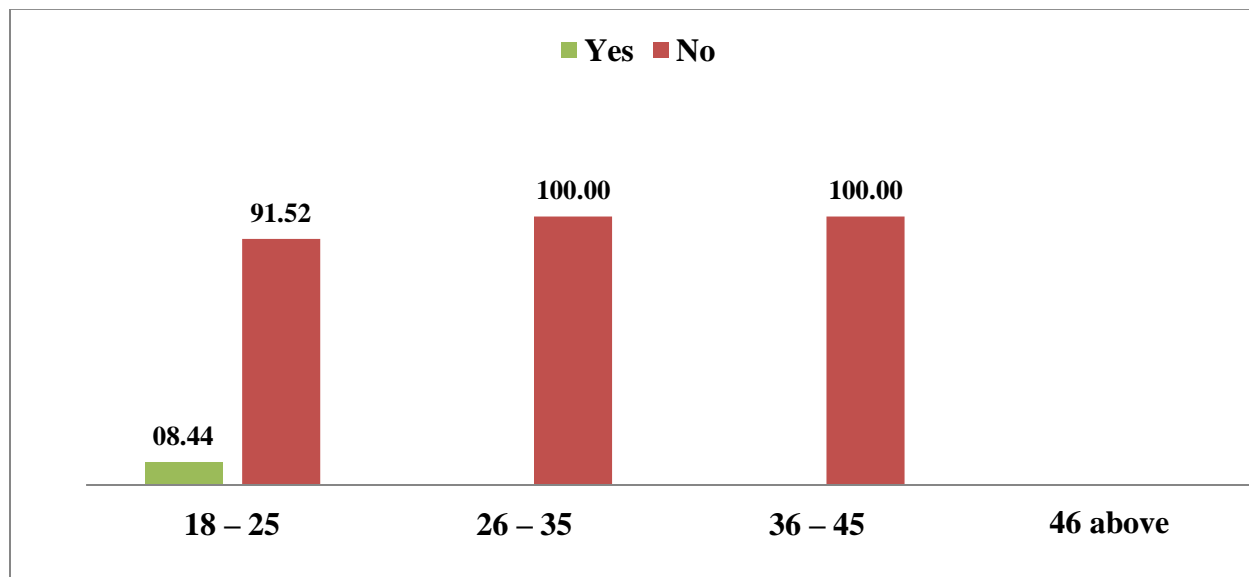
The present study on women journalists in Bengaluru indicates that the majority of about 62.00 per cent of the women journalists do not work in the night shifts. On the other hand, about 38.00 per cent of the respondents say that they work in the night shifts.

In terms of income majority of 77.00 per cent of the respondents between Rs. 31.000-50.000 categories feels that they work for only in day shifts. More than 57.00 per cent of them over Rs.51.000 as well as 57.00 per cent of them under Rs.11.000-30.000 income group also feel the same way. Nearly 43.00 per cent of the women journalists in two different income categories i.e. Rs.11.000-30.000 as well as Rs. 51.000 and above feel that they work in the night shift. About 23.00 per cent of them under 31-50.000 income group says they work in the night shift. The p-value is 0.0508. It shows the difference between reporters and copy editors or sub-editors. Most of the women reporters will not work in night shifts in media organizations. It reveals that there is no night assignment for women reporters in media. But news presenters and women who working in desk will get the night shifts.

Table: 8 A) Harassing Women by allotting Night Shift/ Late Hour Work (Age)

Age	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
18 – 25	05 (08.44) (100)	2.9724450	54 (91.52) (34.84)	2.9724450	59 (36.87)	8.8354	0.01206
26 – 35	00 (00.00)	2.4801465	87 (100.00) (56.13)	2.4801465	87 (54.37)		
36 – 45	00 (00.00)	0.7035043	14 (100.00) (9.03)	0.7035043	14 (35.71)		
46 above	00 (00.00)		00 (00.00)		00 (00.00)		
Total	05 (03.12)		155 (96.87)		160 (100.00)		

Harassing Women by allotting Night Shift/ Late Hour Work (Age)



The current study on women journalists in Bengaluru reveals, the vast majority of the women journalists about 96.00 per cent, have not faced harassment of being allotted night/late hour work. Only about 04.00 per cent of the respondents face the harassment by allotting night/late hour work in the media house.

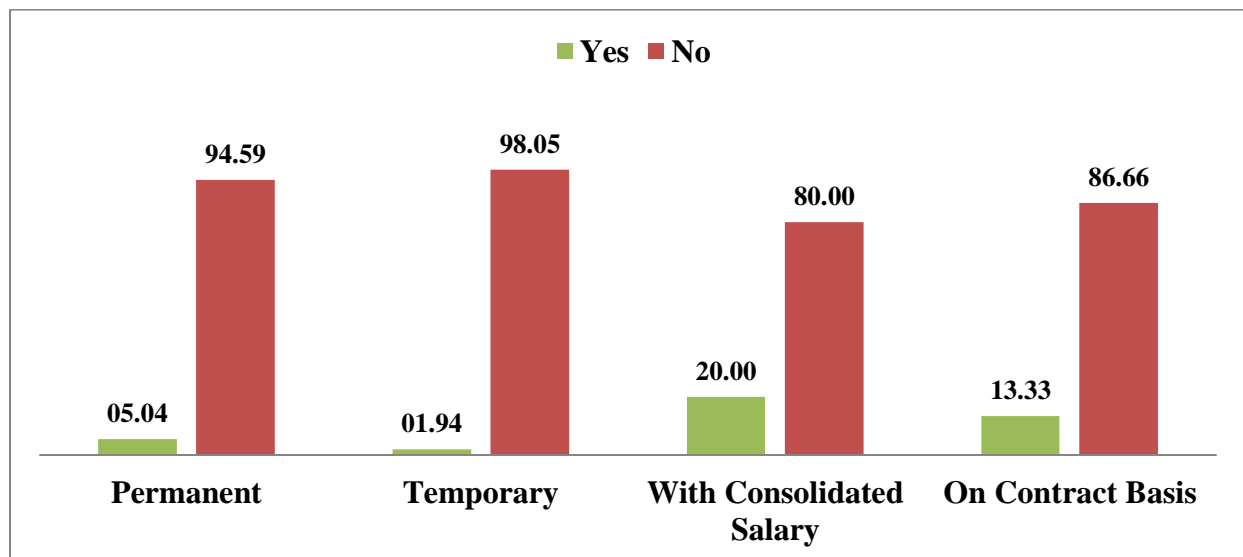
Classification of data in terms of age group shows that, vast majority of about 98.00 per cent of the respondents under 26-35 age group says that there is no harassments of night shift/ late work hour in the working area. About 92.00 per cent of the respondents under 18-25 age group also have the same opinion. On the other hand about 08.00 per cent of them under 18-25 age group says there is some kind of harassments.

But going by the statistical analyses of the Chi-square test, the p-value is 0.0120, which indicates that the percentage changes over the age groups. A little caution is needed in interpreting the conclusion as the significance has occurred because of zero cell frequencies in many cells. The overall conclusion that can be drawn is that although majority of the employees feels that there is no harassment of any kind, women journalists in the age group of 18-25 years are experiencing harassment by being allotted night shifts or late work by their male counterparts.

Table: 9 A) Physical /Mental Harassment (Types of Appointment)

Type of appointment	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
Permanent	02 (05.40) (28.57)	0.9495786	35 (94.59) (22.88)	0.9495786	37 (23.12)	7.3025	0.06286
Temporary	02 (01.94) (28.57)	2.3555555	101 (98.05) (66.01)	2.3555555	103 (64.37)		
With Consolidated Salary	01 (20.00) (14.29)	1.5713043	04 (80.00) (2.61)	1.5713043	05 (3.12)		
On Contract Basis	02 (13.33) (58.57)	1.5654945	13 (86.66) (8.50)	1.5654945	15 (09.37)		
Total	07 (04.37)		153 (95.62)		160 (100.00)		

Physical /Mental Harassment (Types of Appointment)



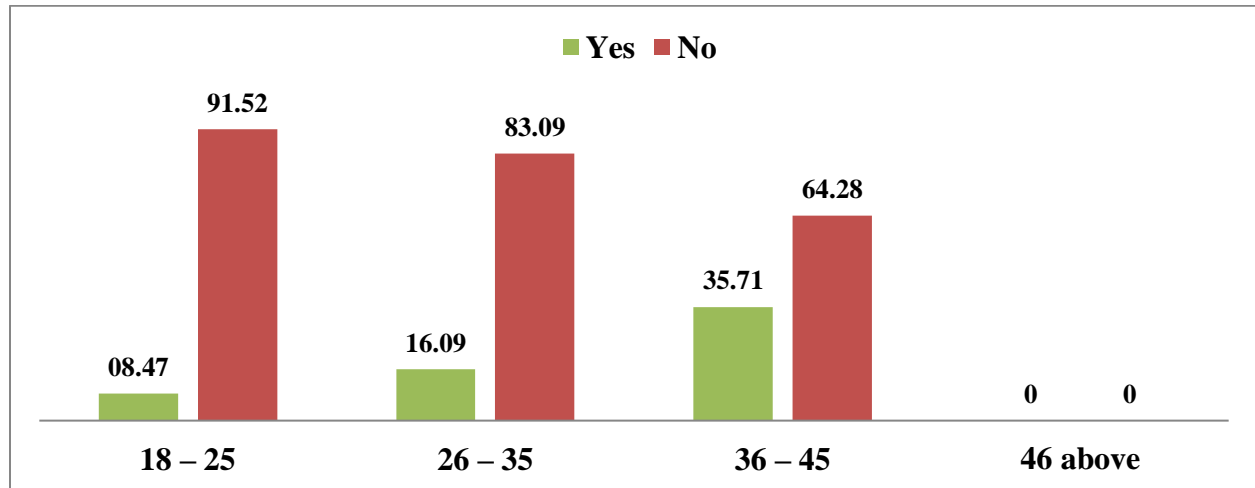
In terms of type of appointment data reveals, the vast majority of the women journalists about 96.00 per cent do not face physical or mental harassment at media house. About 04.00 per cent of the respondents claim to have faced physical or mental harassments.

The vast majority of 98.00 per cent of the temporary staffs feels that there is no physical or mental harassment in the media organization. About 95.00 per cent of permanent staff also feels the same way. And about 87.00 per cent of them on contract basis employees also follow the same opinion. Although 95.62 per cent say they do not face sexual or mental harassment, only 04.37 per cent women admit to such harassment. The majority belongs to consolidated salary (20.00%) and contract basis (13.33%) categories. Opinion on sexual/mental harassment is associated with type of appointment (p-value 0.0628), while it is not associated with other factors such as age, income, education, and professional experience.

Table: 10 A) Committee to Look into Women Problems (Age)

Age	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
18 – 25	05 (08.47) (20.83)	1.7667656	54 (91.52) (39.71)	1.7667656	59 (36.87)	6.7633	0.0339
26 – 35	14 (16.09) (58.33)	0.4222867	73 (83.90) (53.68)	0.4222867	87 (54.37)		
36 – 45	05 (35.71) (20.83)	2.2722832	09 (64.28) (20.83)	2.2722832	14 (35.71)		
46 above	00 (00.00)		00 (00.00)		00 (00.00)		
Total	24 (15.00)		136 (85.00)		160 (100.00)		

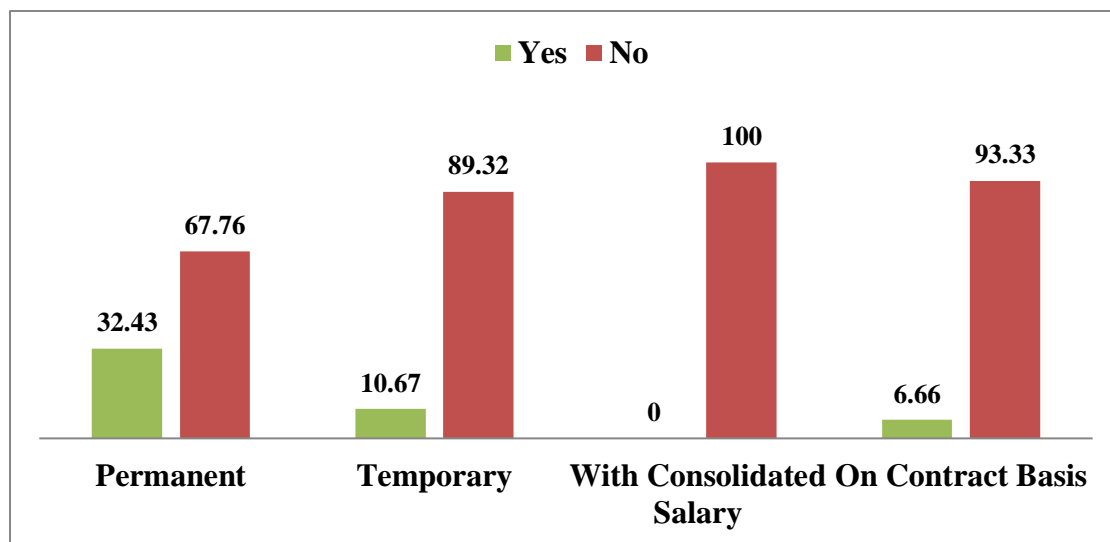
Committee to Look into Women Problems (Age)



B) Committee to Look into Women Problems (Types of Appointment)

Type of appointment	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
Permanent	12 (32.43) (50)	0.1109187	25 (67.76) (18.38)	0.1109187	37 (23.12)	8.5752	0.0355
Temporary	11 (10.67) (45.83)	0.9982684	92 (89.32) (67.65)	0.9982684	103 (64.37)		
With Consolidated Salary	00 (00.00)	1.5855470	05 (100.00) (3.68)	1.5855470	05 (3.12)		
On Contract Basis	01 (06.66) (4.17)	2.3879502	14 (93.33) (10.29)	2.3879502	15 (09.37)		
Total	24 (15.00)		136 (85.00)		160 (100.00)		

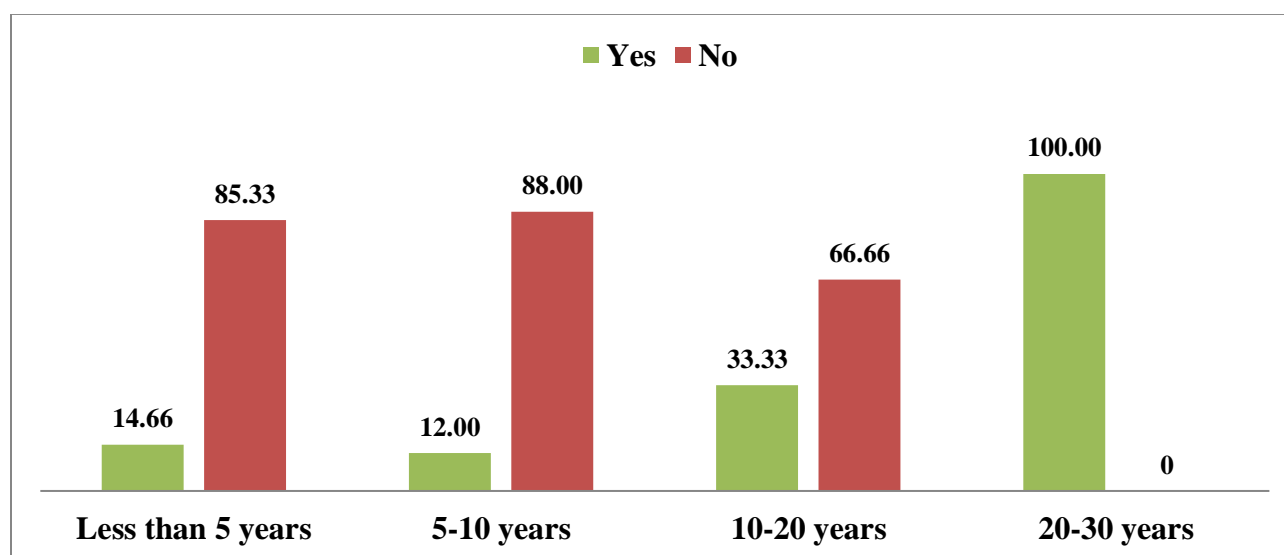
Committee to Look into Women Problems (Types of Appointment)



C) Committee to Look into Women Problems (Professional Experience)

Professional experience	Yes	Std. residuals	No	Std. residuals	Total	Chi-square	P-Value
Less than 5 years	11 (14.66) (45.83)	0.1109187	64 (85.33) (47.06)	0.1109187	75 (46.87)	8.5752	0.0355
5-10 years	09 (12.00) (37.5)	0.9982684	66 (88.00) (48.53)	0.9982684	75 (46.87)		
10-20 years	03 (33.33) (12.5)	1.5855470	6 (66.66) (4.41)	1.5855470	09 (05.62)		
20-30 years	01 (100.00) (4.17)	2.3879502	00 (00.00)	2.3879502	01 (00.62)		
Total	24 (15.00)		136 (85.00)		160 (100.00)		

Committee to Look into Women Problems (Professional Experience)



In above study, majority of 85.00 per cent states that there is no committee to look into women employee's problems in their media organizations as per Supreme Court direction. And only about 15.00 per cent of them state that there is a committee to look into women journalists problems in media.

Classification of data in terms of age group, about 83.90 per cent of the respondents under 26-35 age group feel that there is no committee to hear women problems within the organization. About 91.52 per cent of the respondents under 18-25 age group also feel the same opinion. And nearly 35.71 per cent of the respondent's under 36-45 age group also have the same opinion. Distribution of data in terms of type of appointment, about 67.76 per cent of the permanent staff says there is no committee. About 32.00 per cent of the permanent employees say that media has a committee to look into women problems. Nearly 10.67 per cent of the temporary staff also shares the same opinion.

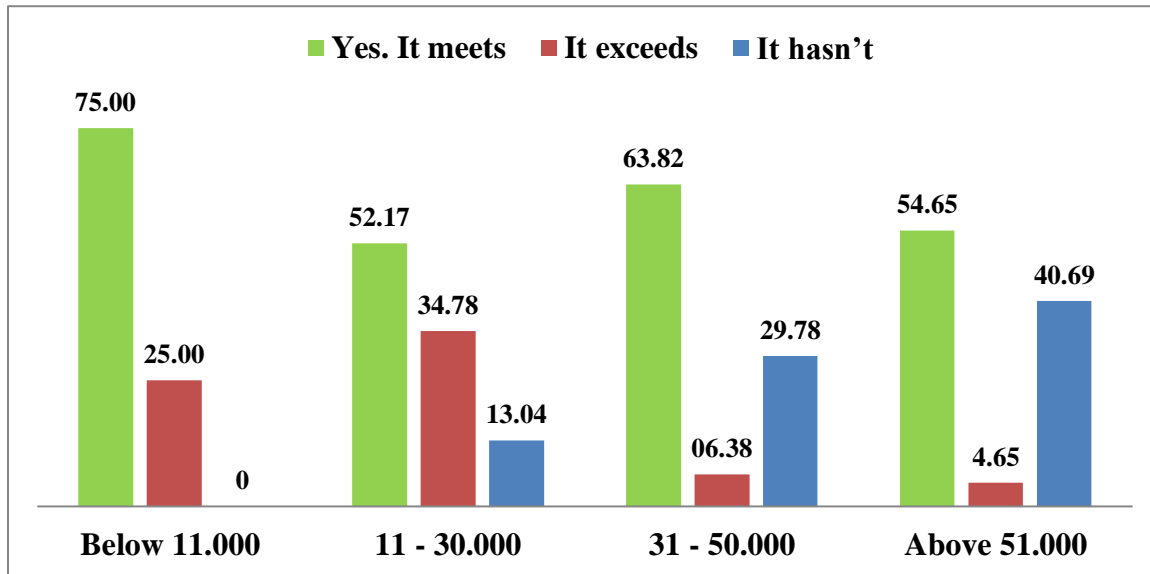
In terms of professional experience, data reveals that about 88.00 per cent of the respondents with having 5-10 years of experience followed by nearly 85.00 per cent of them with having less than 5 years of experience say that media doesn't have any such committee. On the other hand, about 14.66 per cent of the respondents with less than 5 years of experience says that media has a separate committee to look after women problems in the working place. Also about 12.00 per cent of the respondents with having 5-10 years of experience also endorse the same opinion.

When variables regarding their opinion are explored, age (P-value 0.0339), type of appointment (p-value 0.0355) and professional experience (p-value 0.0355) has emerged as significant factors. This indicates that these variables are associated with the respondent's opinion towards committee to look after women employee's problems. About 15.00 per cent women journalists' who have professional experience of less than 5 years, while 12.00 per cent of them having 5-10 years of experience, 33.33 per cent having 10-20 years experience, and 100.00 per cent having 20-30 years experience, confirm that there is a committee to look after the women's problems. It is in contrast with women employees who have less professional experience. The possible explanation for this is that, women journalists with more experience tend to protect the management compared to women who have less experience.

Table: 11 A) Profession meet Expectation (Income)

Income (Monthly)	Yes. It meets	Std. residuals	It exceeds	Std. residuals	It hasn't	Std. Residuals	Total	Chi-square	P-Value
Below 11.000	03 (75.00) (3.26)	0.71703	01 (25.00) (6.25)	1.0127394	00 (00.00)	1.4054567	59 (36.87)	24.7405	0.0004
11 - 30.000	12 (52.17) (13.04)	0.55839	08 (34.78) (50)	4.2814354	03 (13.04) (5.77)	2.1529565	87 (54.37)		
31 - 50.000	30 (63.82) (32.61)	1.04455	03 (06.38) (18.75)	0.9835569	14 (29.78) (26.92)	0.4724855	14 (35.71)		
Above 51.000	47 (54.65) (51.09)	0.78583	04 (04.65) (25)	2.4312604	35 (40.69) (67.31)	2.3866595	00 (00.00)		
Total	92 (57.05)		16 (10.00)		52 (32.05)		160 (100.00)		

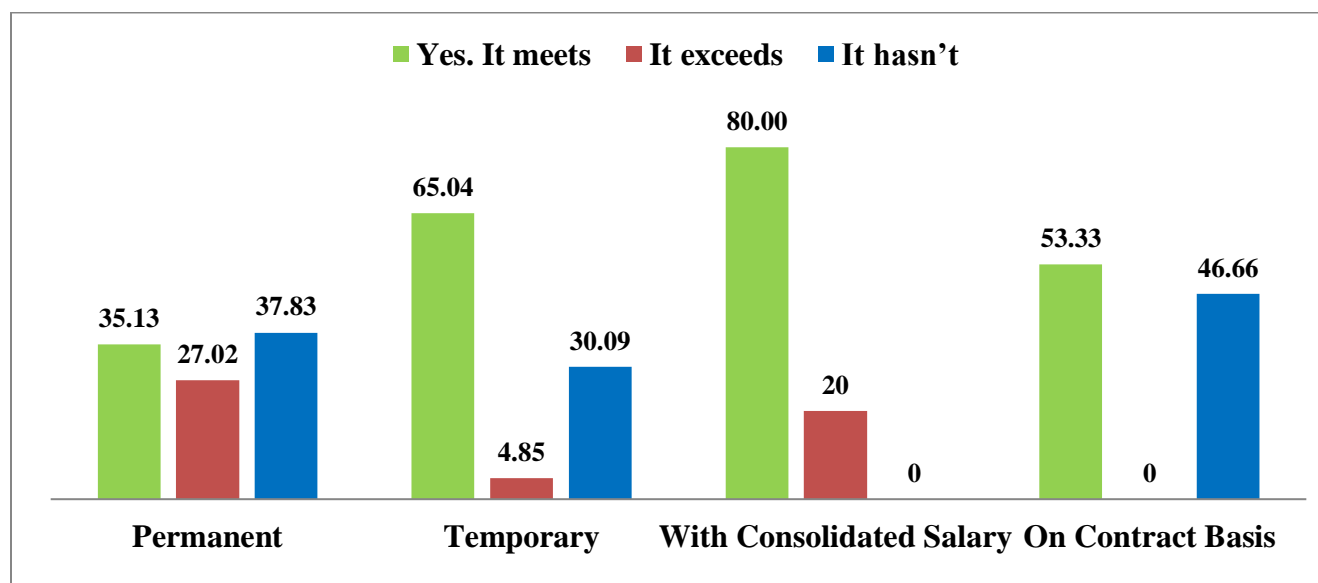
The Profession meets expectation (Income)



B) The Profession meets expectation (Income)

Type of appointment	Yes. It meets	Std. residuals	It exceeds	Std. residuals	It hasn't	Std. residuals	Total	Chi-Square	P-value
Permanent	13 (35.13) (14.13)	3.1386738	10 (27.02) (62.5)	3.9375481	14 (37.83) (26.92)	0.7906424	37 (23.12)	23.2377	0.0007
Temporary	67 (65.04) (72.83)	2.5964261	05 (04.85) (31.25)	2.9164771	31 (30.09) (59.62)	0.8723396	103 (64.37)		
With Consolidated Salary	04 (80.00) (4.35)	1.0340303	01 (20.00) (6.25)	0.7572824	00 (00.00)	1.5764091	05 (3.12)		
On Contract Basis	08 (53.33) (8.69)	0.3429115	00 (00.00)	1.3561270	07 (46.66) (13.46)	1.2305400	15 (09.37)		
Total	92 (57.05)		16 (10.00)		52 (32.05)		160 (100.00)		

The Profession meets expectation (Income)



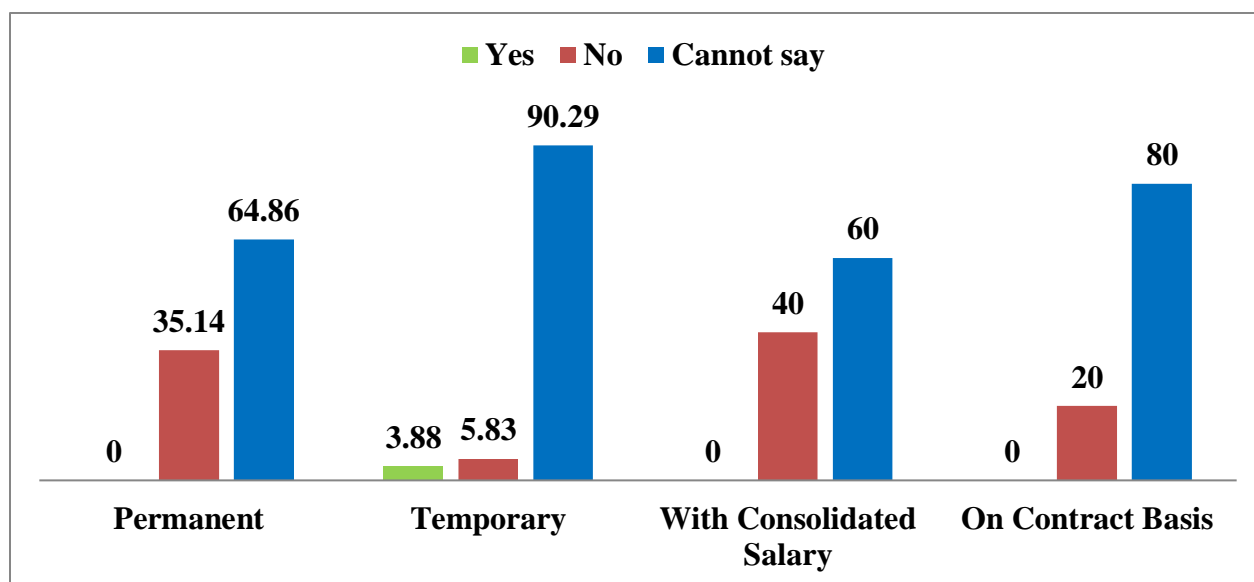
In terms of income, about 57.00 per cent of the women journalists feel that present profession meet their expectation. About 32.00 per cent of them feel that present profession exceeds their expectation. On the contrary about 32.00 per cent of them feel that present profession has not met their expectation.

About 64.00 per cent between Rs.31.000-50.000 income groups followed by respondents over Rs. 51.000 income group about 55.00 per cent feel that present profession meets their expectation. About 41.00 per cent of them above Rs.51.000 income group as well as under Rs.31.000-50.000 income group about 30.00 per cent of them feel that profession has not met their expectation. On the other hand about 34.00 per cent of the respondents between Rs.11.000-30.000 income groups feel that present job exceeds their expectation.

In terms of type of appointment, about 65.00 per cent of temporary employees feel that present job fulfils their expectations they had. About 35.00 per cent of permanent staffs also feel the same. Nearly 30.00 per cent of the temporary staffs as well as about 38.00 per cent of the respondents feel that present profession has not met their expectation. Nearly 27.00 per cent of the permanent staff feels that present profession exceeds their expectations. About 05.00 per cent of the temporary staff also feels the same.

Table: 12 A) Difficulties in availing maternity leave (Types of Appointment)

Type of appointment	Yes	Std.residuals	No	Std.residuals	Cannot say	Std.residuals	Chi-Square	P-Value
Permanent	00 (00.00)	1.1109026	13 (35.14) (54.17)	3.9120802	24 (64.86) (18.18)	3.2198904	22.798	0.00086
Temporary	04 (03.88) (100)	1.5067684	06 (05.83) (25)	- 4.3689861	93 (90.29) (70.45)	3.4866070		
With Consolidated Salary	00 (00.00)	- 0.3637867	02 (40.00) (8.33)	1.5906113	03 (60.00) (2.27)	- 1.3452892		
On Contract Basis	00 (00.00)	0.6514623	03 (20.00) (12.5)	0.5696873	12 (80.00) (9)	0.2676798		

Difficulties in availing maternity leave (Types of Appointment)

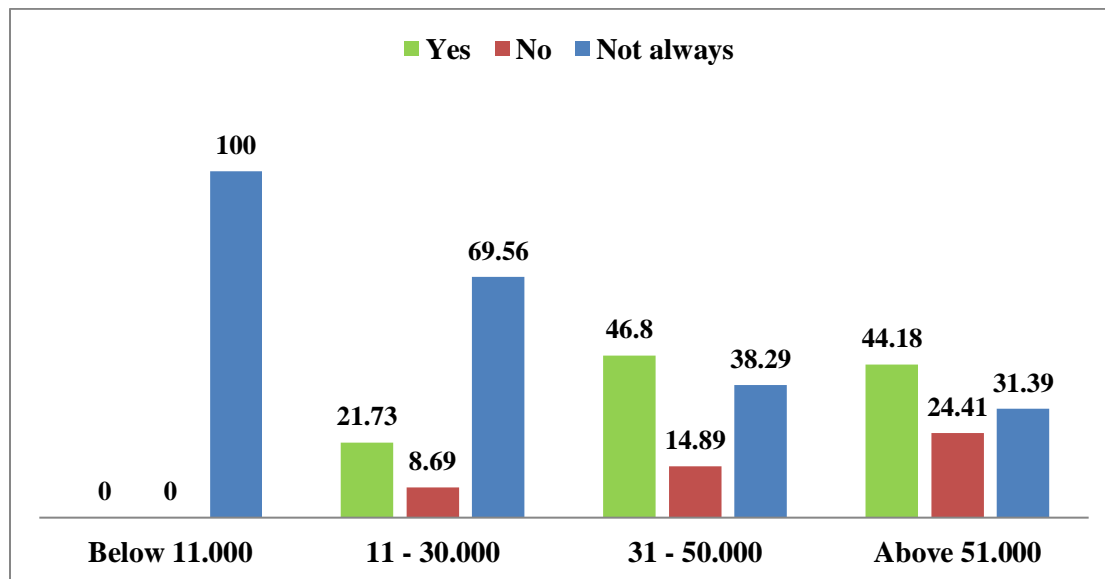
The above study on women journalists in Bengaluru shows that majority of 82.00 per cent of the respondents are unaware of difficulties in availing maternity leave facility. About 15.00 per cent of them say there is no difficulty in getting maternity leave. But 02.00 per cent of them say there are problems in getting maternity leave facility.

In terms of type of appointment, vast majority of nearly 90.00 per cent of the temporary staffs avoid to give their opinion. About 65.00 per cent of the permanent staffs also feel the same opinion. About 35.00 per cent of permanent women staffs feel that there is no problem in availing maternity leave. But only about 04.00 per cent of the temporary staffs feel that they have faces problems in availing maternity leave. On the other hand, if we make the statistical analysis, its P-value is 0.0008 for type of appointment. That reveals that permanent staff appears to have no such problem. Most of the temporary women will not continue in the profession post delivery. If they come back after some years there will be fewer opportunities for them in the media.

Table: 13 A) Media Giving Importance to Women Issues (Income)

Income (Monthly)	Yes	Std.residuals	No	Std.residuals	Not always	Std.residuals	Chi-Square	P-Value
Below 11.000	00 (00.00)	1.675415	00 (00.00)	0.9730085	04 (100.00) (6.15)	2.448684	18.2707	0.0055
11 - 30.000	05 (21.73) (7.69)	1.992976	02 (08.69) (6.67)	1.3350736	16 (69.56) (24.62)	3.053985		
31 - 50.000	22 (46.80) (33.85)	1.027084	07 (14.89) (23.33)	0.8060046	18 (38.29) (27.69)	0.386537		
Above 51.000	38 (44.18) (58.46)	0.988718	21 (24.41) (70)	1.9804196	27 (31.39) (41.54)	2.562596		
Total	65 (40.62)		30 (18.75)		65 (40.62)			

Media Giving Importance to Women Issues (Income)



The study reveals that nearly 41.00 per cent of the women journalists say that media gives importance to women issues. And also about 41.00 per cent of the respondents say media gives

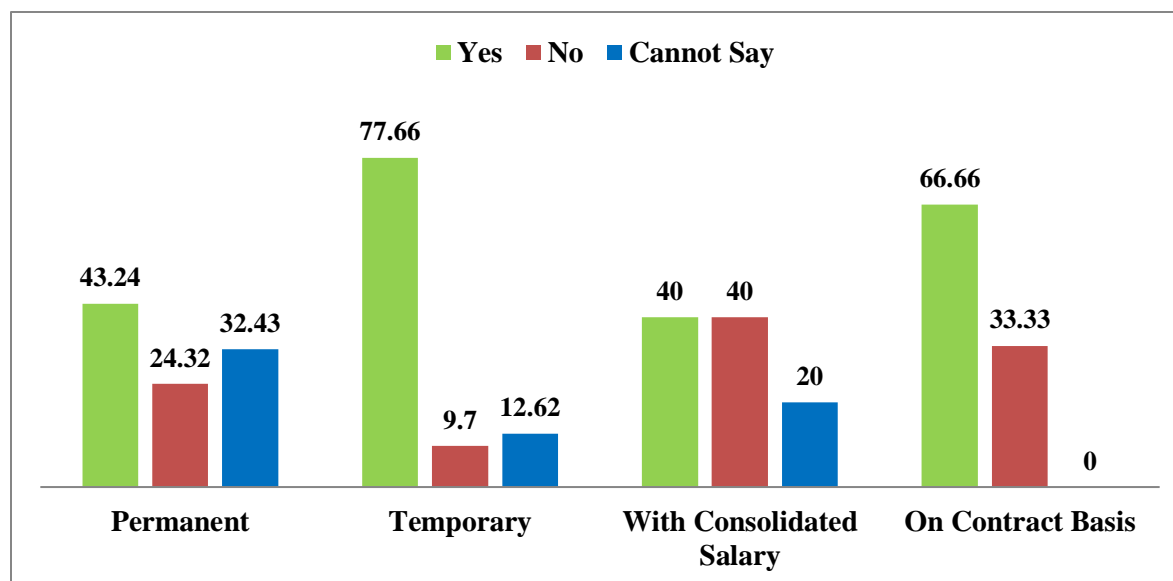
importance to women issues once in a while, as against, about 19.00 per cent of the respondents say media do not give importance to the women issues.

In terms of income, nearly 41.00 per cent of the women journalists say that media organization gives importance for women issues. Also about 41.00 per cent of them say media gives importance once in a while, s against 19.00 per cent of the respondents say do not. About 44.00 per cent of the respondents above Rs.51.000 income category say that the media organization is giving importance to the women issues. About 47.00 per cent of the respondents between Rs.31.000-50.000 income categories also feel the same. About 31.00 per cent of the respondents over Rs.51.000 income group as well as about 38.00 per cent between Rs.31.000-50.000 income groups feels that rarely their organization is giving importance to the women related issues. And about 69.00 per cent of them in Rs.11.000-30.000 income group also feel the same. On the other hand, about 24.00 per cent of the respondents Rs. 51.000 and above category and about 15.00 per cent of them between Rs.31.000-50.000 categories also feel the same. If we make the statistical analysis, its P-value is 0.0055 for monthly income. Higher income group employees feel that media gives importance for women issues.

Table: 14 A) Free to write Stories on Professional Demand (Types of Appointment)

Type of appointment	Yes	Std.residuals	No	Std.residuals	Cannot Say	Std.residuals	Total	Chi-Square	P-Value
Permanent	16 (43.24) (14.81)	3.5929 19	09 (24.32) (34.62)	1.518432	12 (32.43) (46.15)	3.0432 176	37 (23.12)	23.269 2	0.000 7
Temporary	80 (77.66) (74.07)	3.6920 23	10 (09.70) (38.46)	- 3.014974	13 (12.62) (50)	- 1.6724 998	103 (64.37)		
With Consolidated Salary	02 (40.00) (1.85)	1.3338 84	02 (40.00) (7.69)	1.462594	01 (20.00) (3.85)	0.2309 358	05 (3.12)		
On Contract Basis	10 (66.66) (9.26)	0.0723 84	05 (33.33) (19.23)	1.883975	00 (00.00)	- 1.7920 738	15 (09.37)		
Total	108 (67.05)		26 (16.25)		26 (16.25)		160 (100.00)		

Free to write Stories on Professional Demand (Types of Appointment)



In terms of type of appointment, about 67.00 per cent of them says there freedom to write stories as per professional demand, as against, about 16.00 percent of them say they do not have

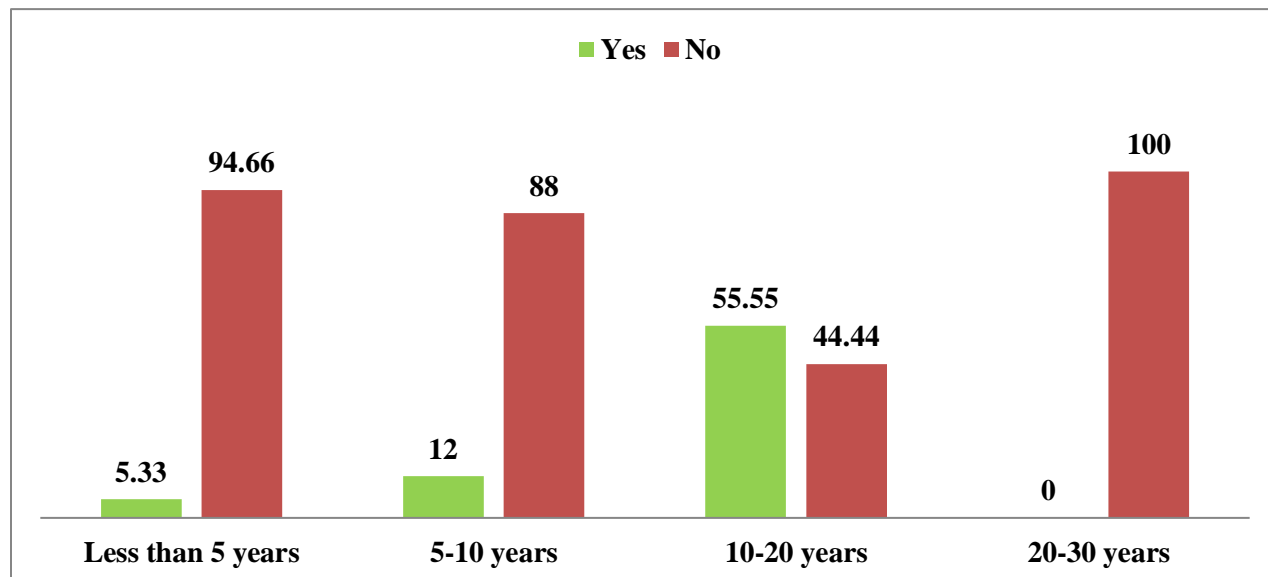
freedom to write stories as per professional demands. But about 16.00 per cent of the respondents are object to put their view.

Nearly (78.00%) temporary staffs say that they are free to write stories as per professional demands. About (43.00%) permanent staffs also share the same opinion. About 24.00 per cent of permanent staffs as well as about 010.00 per cent of temporary staffs states that they are not free to write stories as per the professional demands. But about 32.00 per cent of the permanent staffs feel that they cannot always write stories as per the professional demands. And about 13.00 per cent of the temporary staffs also feel the same opinion. The factor, which is significantly associated with freedom to write stories, is types of appointment (p-value 0.0007). Over all conclusions is there is no restriction to write stories on professional demand.

Table: 15 A) Member of Professional Association (professional Experience)

Professional experience	Yes	Std.residuals	No	Std.residuals	Total	Chi-square	p-value
Less than 5 years	04 (05.33) (21.05)	2.224835	71 (94.66) (50.35)	2.224835	75 (46.87)	20.493	0.0001
5-10 years	09 (12.00) (47.37)	0.282021	66 (88.00) (46.81)	- 0.282021	75 (46.87)		
10-20 years	05 (55.55) (26.32)	4.330026	04 (44.44) (2.84)	- 4.330026	09 (05.62)		
20-30 years	00 (00.00)	- 0.357152	01 (100.00) (0.70)	0.357152	01 (00.62)		
Total	19 (11.87)		141 (88.12)		160 (100.00)		

Member of Professional Association (professional Experience)



The above table shows that majority of 88.00 per cent of the employees are not seek the membership of professional associations. Only about 12.00 per cent says that they have the membership of media associations.

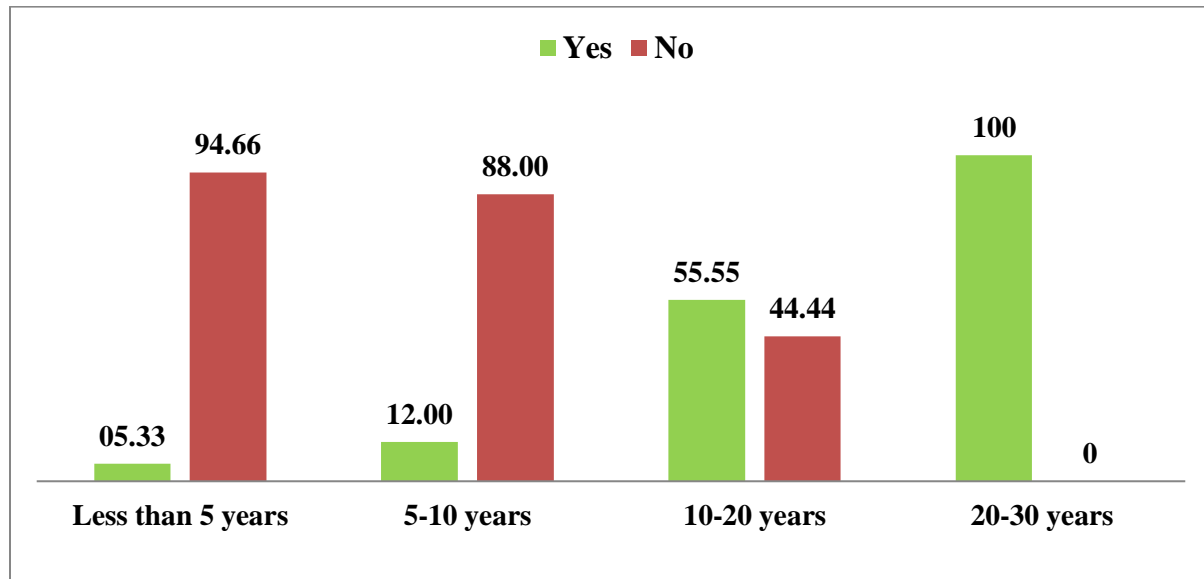
In terms of professional experience, data shows that majority of about 88.00 per cent of the women journalists do not have any membership of professional associations. On the other hand about 12.00 per cent of the respondents have membership of media professional associations.

Majority of about 95.00 per cent of them with having less than 5 years of experience says that they are not members of professional association. About 88.00 per cent of the respondents with having 5-10 years experience also say the same opinion. But about 12.00 of them with having 5-10 years of professional experience as well as about 56.00 per cent of them with having 10-20 years of experience endorse that they are members of professional association. If we analyzed statistically p-value (0.0001) is strongly associated with this variable. It reveals that many of them are not interested and unaware about the professional associations.

Table: 16 A) Seeking help from Professional Associations (Professional Experience)

Professional experience	Yes	Std.residuals	No	Std.residuals	Total	Chi-square	P-value
Less than 5 years	04 (05.33) (21.05)	2.224835	71 (94.66) (50.35)	2.224835	75 (46.87)	20.493	0.0001
5-10 years	09 (12.00) (47.37)	0.282021	66 (88.00) (46.81)	- 0.282021	75 (46.87)		
10-20 years	05 (55.55) (26.32)	4.330026	04 (44.44) (2.84)	- 4.330026	09 (05.62)		
20-30 years	001(100.00)	-0.357152	00 (00.00)	0.357152	01 (00.62)		
Total	19 (11.87)		141 (88.12)		160 (100.00)		

Seeking help from Professional Associations (Professional Experience)



The study shows that more than 88.00 per cent of them are not seeking help from the professional associations. Only about 12.00 per cent says they are seeking help from the professional associations.

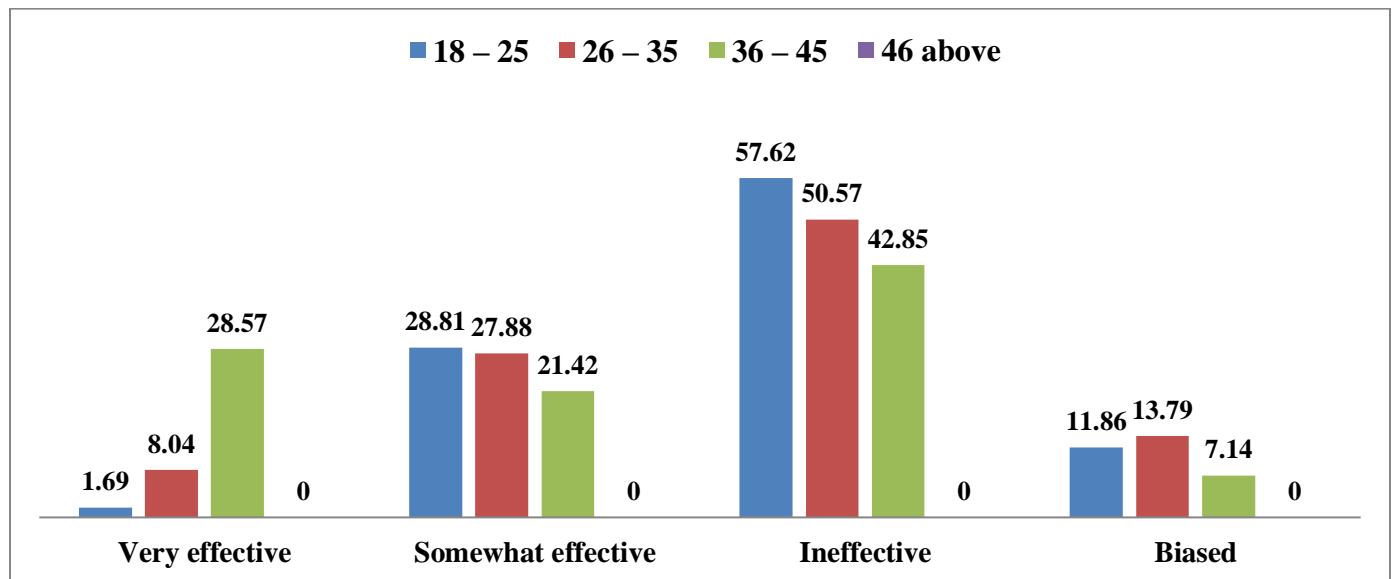
In terms of professional experience, vast majority of 95.00 per cent of them with having less than 5 years of experience says they do not seek any help of professional association. About 88.00 per cent of the respondents with having 5-10 years experience also say the same opinion. But about 12.00 of them with having 5-10 years of professional experience as well as about 56.00 per cent of them with having 10-20 years of experience endorse that they approach professional association for help. Statistically it is strongly association between the variable professional experiences with the p-value 0.0001. It reveals that only who are having membership with the professional association are seeking help from it while others are not interested.

Table: 17

A) Professional Associations that are in Protecting Women Interests (Age)

Age	Very effective	Std.residuals	Somewhat effective	Std.residuals	Ineffective	Std.residuals	Biased	Std.residuals	Chi-Square	P-Value
18 – 25	01 (01.69) (8.33)	- 2.130 749	17 (28.81) (38.64)	0.284 405	34 (57.62) (40.48)	- 0.1857 99	07 (11.86) (35)	- 0.18 5799	12.2 603	0.05 64
26 – 35	07 (08.04) (58.33)	0.286 240	24 (27.88) (54.55)	0.026 669	44 (50.57) (52.38)	- 0.5323 86	12 (13.79) (60)	0.53 9923		
36 – 45	04 (28.57) (33.33)	3.133 574	03 (21.42) (6.82)	- 0.532 604	06 (42.85) (7.14)	- 0.7563 57	01 (07.14) (5)	- 0.63 4485		
46 above	00 (00.00)	-	00 (00.00)	-	00 (00.00)	-	00 (00.00)	-		
Total	12 (07.05)		44 (27.05)		84 (52.05)		20 (12.05)			

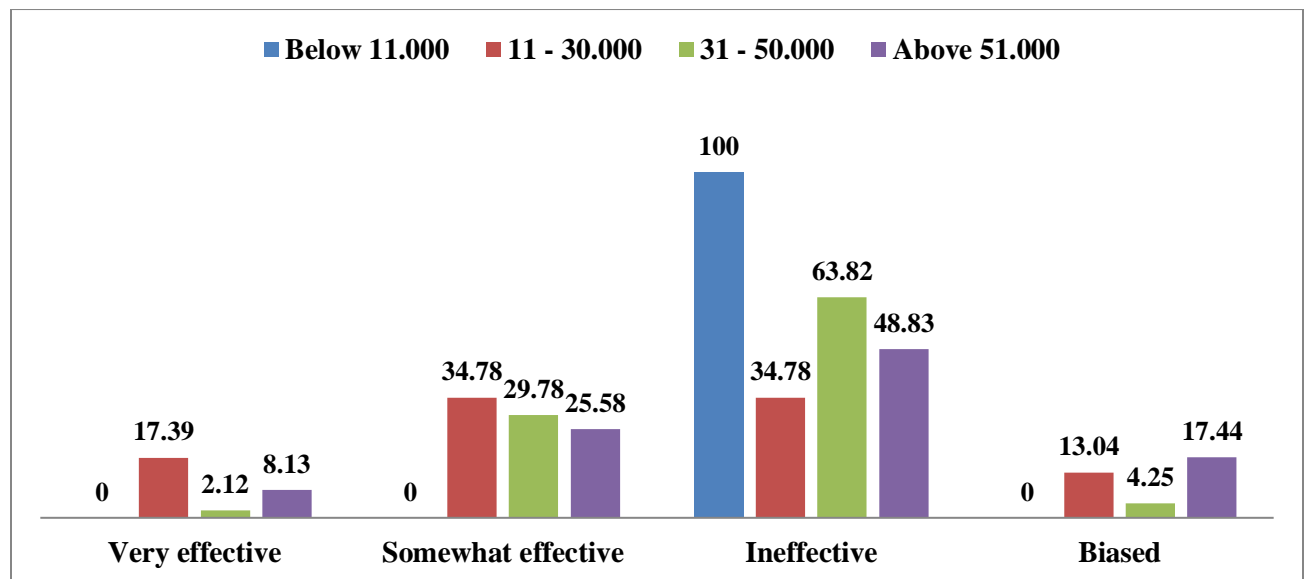
Professional Associations that are in Protecting Women Interests (Age)



Professional Associations that are Protecting Women Interests (Income)

Income (Monthly)	Very effective	Std.residuals	Somewhat effective	Std.residuals	Ineffective	Std.residuals	Biased	Std.residuals	Chi-Square	P-Value
Below 11.000	00 (00.00)	-0.576749	00 (00.00)	-1.247454	04 (100.00) (4.76)	1.926615	00 (00.00)	-0.765559	16.1088	0.0646
11 - 30.000	04 (17.39) (33.33)	1.946326	08 (34.78) (18.18)	0.845308	08 (34.78) (9.52)	-1.838810	03 (13.04) (15)	0.085170		
31 - 50.000	01 (02.12) (8.33)	1.663917	14 (29.78) (31.82)	0.417873	30 (63.82) (35.71)	1.850823	02 (04.25) (10)	-2.033688		
Above 51.000	07 (08.13) (58.33)	0.331097	22 (25.58) (50)	-0.5859270	42 (48.83) (50)	-1.000182	15 (17.44) (75)	2.037627		
Total	12 (07.05)		44 (27.05)		84 (52.05)		20 (12.05)			

Professional Associations that are Protecting Women Interests (Income)



The present study on women journalists in Bengaluru reveals that about 52.00 per cent of the women journalists feel that professional associations are ineffective in protecting women interests. About 27.00 per cent of them feel that professional associations are somewhat effective in protecting women interests. About 12.00 per cent of them feel that biased in protecting women interests. But about 07.00 per cent of them feel that very effective in protecting women interests.

Classification of data in terms of age group about 58.00 per cent of the respondents under 18-25 age group as well as 50.00 per cent of the respondents under 26-35 age group endorse that professional associations are ineffective in protecting women interests. About 29.00 per cent of them under 18-25 age group followed by about 28.00 per cent of them under 26-35 age group feels that somewhat effective. Respondents about 14.00 per cent under 26-35 age group as well as about 12.00 per cent of them under 18-25 age group feels it is biased. But nearly 08.00 per cent of them under 26-35 age group and about 29.00 per cent of them under 36-45 age group feel that associations are very effective.

In terms of income, about 52.00 per cent of the women journalists feel that professional associations are ineffective in protecting women interests. About 27.00 per cent of them feel that professional associations are somewhat effective. About 12.00 per cent of them feel that biased in protecting women interests. But about 07.00 per cent of them feel that it is very active. About 64.00 per cent of them between Rs 31.000-50.000 as well as about 49.00 per cent over Rs.51.000 income group feel that associations are ineffective in protecting women interests. Respondents over Rs.51.000 income group (26.00%) and Rs.31.000-50.000 (30.00%) feels that somewhat effective. Nearly 17.00 per cent of them above Rs.51.000 followed by 13.00 per cent between Rs.11.000-30.000 income groups say that associations are biased. But only about 08.00 per cent of the respondents above Rs 51.000 income group feel that very effective in work. Statistically, the variables which influence their opinion

are age (p-value 0.0564) and income (0.0646.). It reveals that media professional organizations are not very active in Bengaluru they are there only for name sake.

5.2 Major Findings of the Study

- The demographic profile of the respondents reveals that about 55.00 per cent of them belong to the age group of 26- 35 years as against about 37.00 per cent who are in the age group of 18-25 years. Less than 10.00 per cent of them belong to the age group of 36-45 years. It clearly shows that there is no demand for women journalists after 45 years in the media organizations. It is not a secured profession for women when they get old.
- The study indicates that 54.00 per cent are getting more than Rs. 50,000 monthly salary as compared to 30.00 per cent who are in the Rs. 31-50,000 income group. It shows that income-wise women are secured.
- The distribution of data in terms of educational qualification reveals the fact that over 56.00 per cent have under graduate as well as post-graduate degrees in journalism. This confirms that journalism education is making considerable impact on women journalists.
- In terms of type of appointment, the study finds that 65.00 per cent are working as temporary women journalists and less than 25.00 per cent possess permanent jobs in different media networks. It shows that most of them are appointed on temporary basis. There is no job security for women journalists in different media organizations.
- Based on professional experience, over 93.00 per cent of women journalists have professional experience of less than five years (46.87%). Hardly 06.00 per cent possess professional experience of up to 20 years. And it is amazing to note that not

even 01.00 per cent of the sample respondents have a rich experience of 2-3 decades. Media organizations are recruiting more women in the last 5-10 years. Another possible reason is that many women do not continue in journalism profession after having kids.

- The present study shows that the majority of the women respondents (85.00%) have chosen journalism as their career mainly because of love and attraction towards the profession. But nearly 16.00 per cent have got into this field to get a job without any particular interest or involvement.
- As far as entry into the journalism field, 45.00 per cent of them have taken up employment through self-effort or voluntarily, as against 24.00 per cent through some kind of recommendation. About 30.00 per cent of them secured the job by responding to advertisements.
- When it comes to the question of professional orientation through internship/training, more than half of them (53.75%) do not have such experience. This is in contrast to 46.00 per cent of the respondents who have undergone such training.
- It is interesting to note that the sample respondents to the tune of 65. 00 per cent have undergone in service training after joining the profession. Further these women journalists consider such training as very useful (61.16 %) and useful (34.95%).
- The study reveals that about 61.00 per cent of the respondents feel that practical work in the journalism education is satisfactory, 33.00 per cent are happy with the practical work undertaken during journalism education, and only 7.00 per cent say that they are unhappy with it.

- When it comes to the strength of women journalists in their respective media organizations, a vast majority of them (96.87%) say that their number is less than the male counterparts.
- The present study based on area of specialization shows that nearly 40.00 per cent of women journalists have reporting as well as sub-editing as their specialization. About 15.00 per cent of them have opted for television anchoring as against 08.00 per cent specializing in video-editing and other TV programme production.
- The study indicates that, 46.00 per cent of them secured their present job through self-effort, as against 31.00 per cent through advertisement. About one-fourth of them have made use of recommendations of some kind.
- About 22.00 per cent of the employees in the age group of 18-25, confirm that there is salary discrimination, as against 36.78 per cent in the age group of 26-35. About 57.00 per cent in the age group of 36-45 have also endorsed the same view. This is confirmed by the chi-square test with p-value 0.0802. This is significant at 10.00 per cent level.
- On the issue of promotion in media, 55.00 per cent of the respondents say that they did not get promotion in recent years. They point out that there is no set policy in their media organization on the issue of promotion. Further, we may conclude that in the older age groups as well as in the higher income groups, the respondents have secured promotion.
- It is interesting to note that there is no gender discrimination in different media organizations in Bengaluru. This is highlighted across type of appointment; permanent employees are of the opinion that there is no gender discrimination (64.87%). On the other hand, women journalists with consolidated salary (80.00%) and on contract basis (20.00%) strongly feel that they are prone to gender

discrimination in their respective media organizations. This is confirmed by the p-value for the Chi-square test is 0.0002.

- Among all employees, 96.87 per cent of the women journalists deny any harassment by way of allotting night shifts/ late hour work to them, as against 03.12 per cent who admit the same. But going by the statistical analysis, women journalists in the age group of 18-25 years are experiencing harassment by being allotted night shifts or late work by their male counterparts.
- When it comes to the pertinent issue of sexual harassment, a vast majority of women journalists (95.62%) refute any such incidence. As a whole they are not facing such problems. And 04.37 per cent women admit such harassment. The majority belongs to consolidated salary (20.00%) and contract basis (13.33%) categories. Opinion towards sexual/mental harassment is associated with type of appointment (p-value 0.0628).
- A majority of the respondents (85.00%) feel that there is no committee to look into women employee's problems in their media organizations as per Supreme Court direction. When factors regarding their opinion are explored, age, type of appointment, and professional experience has emerged as significant factors. The possible explanation for this is that women journalists with more experience tend to protect the management compared to women who have less experience.
- Regarding the existence of committee to look after women issues in their organization majority of the respondents especially temporary and less experienced women journalists are unaware of the matter. They were ignorant about Vishaka committee' and its impact on media organizations. Permanent employees and 20-30 years of professional experience are aware of these developments. It shows that media management is showing care/interest only towards the permanent or higher

professional experience women journalists. Younger age group along with temporary are neglected or ignored by the management.

- The distribution of respondents with regard to job satisfaction shows that 33.12 per cent of the women employees are highly satisfied, 35.00 per cent of them are moderately satisfied, followed by 25.62 per cent who are just satisfied. The chi-square test of association indicates that age, income, education, type of appointment, and professional experience does not contribute to the difference in the level of satisfaction.
- Professional experience has emerged as a significant factor in deciding the opinion of the women employees regarding the professional ethics of women employees compared to male employees (p-value 0.0156). The conclusion corroborates the present thinking among women that they are equally or more competent than men journalists.
- The study has revealed that journalists are facing various problems in availing maternity leave. A good number of them, 82.05 per cent say that they face such problems sometimes, as against 15.00 per cent who refute such observation. About only 02.00 per cent admit that there is some problem of that kind. It reveals that permanent staff appears to have no such problem. Most of the temporary women will not continue in the profession after delivery.
- With regard to professional organization protecting women journalists' interest, more than half of the sample respondents have a negative opinion. While, about 27.00 per cent say that it is somewhat effective; hardly 07.00 per cent endorse the point that such associations protect their interest very effectively. It reveals that media professional organizations were failed to protect the interest of all women journalists.

- With regard to professional expectation of women journalists, a significant number of them (57.05%) confirm the point that they meet professional requirement, as against 32.05 per cent who disagree with the opinion. Further, 10.00 per cent opine that it exceeds their expectations. If this is interpreted statistically with p-value, factors influencing the opinion are age (p-value 0.0692, income (p-value 0.0004), and type of appointment (p-value 0.0007).

- About 30.30 per cent of the respondents less frequently do overtime work, while 25.75 per cent of the respondents frequently do overtime work and 43.93 per cent rarely do overtime work in the media organization. The factors, which are significantly associated with overtime work, are income (p-value 0.0003) and type of appointment (p-value 0.0077).

- With regard to overtime work, the study indicate that nearly 60.00 per cent of the respondents do not take up any extra load as against the remaining respondents who admit that they take up overtime than the usual shift. It is somewhat shocking to note that, about 67.00 per cent who work overtime do not get any monetary incentives/ benefits, unlike in other professions.

- The study also indicate that over 60.00 per cent do not take up any night shifts as against 35.00 per cent who say that they work less than two weeks in a month during the night shifts. It is interesting to note that all those who take up night shift work are provided free transportation by their respective managements.

- On the issue of media giving importance to women issues, the sample respondents are divided on the topic. About 41.00 per cent of them endorse the point 'yes', as against the same percentage who feels that it is not always.

- The present study also highlights the fact that most of the (67.05 %) women journalists from different media say that they enjoy the freedom to write and make stories in the media as per professional demand.
- When it comes to membership of professional bodies, the study reveals that majority (88.12%) do not subscribe to any professional media bodies.
- It is surprising to note from the present study of Bengaluru, that a vast number of women journalists (88.12%) do not seek any professional help from professional bodies or other media trade unions.
- The study also indicates that more than half of the respondents feel that their professional duty affects their family responsibilities once in a while.
- When it comes to the question of future of their journalistic career, the respondents' opinion is divided. While 44.00 per cent opined that they would continue in the same media field as against about 16.00 per cent who do not wish to continue in the same field.
- When asked about their children to choose a journalism career, 60.00 per cent of them say that they leave the decision to their children, while 12.00 per cent support their children to take up journalism, as against 28.00 per cent who would not like their children to take up the media profession.

The researcher has also undertaken an indepth interview with different resource persons such as journalists from different media, veteran journalists and government officials connected with the media including women journalists. The qualitative analysis with these resource persons is analysed in chapter VI.

Chapter VI

QUALITATIVE DATA ANALYSIS

Qualitative data analysis is based on an Indepth-Interview method. In this part the researcher has interacted and collected opinion of 60 journalists, both women and men. These journalist belongs to different media including newspaper, television, radio and online. The opinion is also received from eminent journalists working, retired and non-working media professionals from Karnataka State Capital Bengaluru.

The interview part is very important for any kind of research work for collecting the data. The majority of the women respondents were answered in the questionnaire itself. In questionnaire there is no place for expressing their views and opinion. And it was given only for women journalists. Here selected journalists from different organizations were interviewed for the purpose of data collection. Journalists were contacted over the phone to take prior appointment for interview. Thereafter they were contacted personally to conduct an in-depth interview with a help of a interview schedule. Some of them answered through phone, email and WatsApp also.

Status of Women Journalists

Newspaper:

The present study reveals that the number of women journalists is less when compared to men journalists from different media. A few journalists from English dailies feel that number of women journalists is higher in recent years. Regional media is still male-dominated in Bengaluru. Many young journalists are entering the field of journalism, but they will not stay for long. Young female journalists are willing to work and take up responsibilities in all the sections of the media. Kannada journalism has at least 50 years history of recruiting women journalists. But there are very few in the top posts.

Some of the ladies who had entered the field of journalism during 70' and 80's have stayed there for long time. A few are still working in media field. But after some years, few women joined the profession, but not inclined to continue for long in Kannada media. Some of the educated ladies from well-to-do families who showed interest in English journalism. They made their entry in during 70's. Most of the senior women journalists' status is good. They are working on permanent basis compared to their young counterparts.

Television:

Television service began in Bengaluru on 1981 November 1 from 'Doordarshan National'. After that women made their entry into a new segment of journalism. Though, they entered late in television channels in Benhaluru, women have made their mark in a short period of time. 'Doordarshan Chandana' began telecasting Kannada language programmes from Bengaluru in 1983. Soon after recruitment of women journalists to news and other sections started. 'Udaya TV', the first Kannada satellite channel in India started by Chennai based Sun Network in May 2, 1994. It opens many opportunities for women journalists in different segments.

A number of Kannada news channels created a good opportunity to women journalists in 2005. Now hundreds of women journalists are working in Kannada television channels.

The present study highlights the fact that women journalists are not accepted as full-time journalists and are not allowed to handle the different facets of the newsroom. They also opine that many women journalists are ready to make their mark in several areas of journalism. Interestingly, except 'DD National', 'Chandana' and 'Udaya TV', there are hardly any senior women journalists working in news organizations/channels. It is interesting to note that men journalists matters a lot including some of the veterans in contrast to women journalists. They out number their female counterparts.

Radio:

Radio is one of the traditional and creative medium. Bangalore got its first radio station when All India Radio started broadcasting from its Bengaluru station on November 2, 1955. AIR Bangalore has powerful AM stations along with FM based Radio Rainbow and 'Vividh Bharati' Service. With the spread of privately owned FM stations to the tune of nearly 15 stations, the revival of radio has made a enormous impact on radio listeners in Bengaluru. Earlier working in All India Radio was considered a matter of prestige. During 1960s women entered to Akashvani in Karnataka. In the early days very few women were working in different radio programmes. A few educated women got entry into both news and programme sections.

Most of the women working in Government owned stations are permanent employees. Currently women are recruited on contract basis. But the status of senior women journalists is good in radio stations. Even in private radio stations, women are happy with their profession. They are getting good salary and amenities. According to some male Radio Jockies, women are more active and there is a demand for them women in broadcast media.

Online Journalism:

Online newspaper was late starter in Bengaluru. Online or web journalism is very new to women journalists. Online journalism started booming in Bengaluru only after 2000.

Almost all mainstream newspapers both in English and regional languages have their online version. But it creates a good job opportunities to journalists in different sections. There are very few women journalists working in online/ web journalism on fulltime basis. Most of the women prefer to work in online journalism because it is free from night shifts. Sometimes it has no deadlines also. Some of the online newspapers have a provision for work from the home facility also.

Treating women journalists in handling beats

Newspaper:

Most of the women journalists interviewed from English language dailies opine that women journalists are treated equally with men journalists in every media organization. Ashwini from *The Indian Express* feels that “there is no bias, discrimination against women in media. But women are not allowed to cover major political reportage”.

Most of the journalists state that work conditions of women journalists depend on media organizations and journalist’s talent. In most of the English newspapers like *The Hindu* and *Times of India*, women journalists do not find work disparity between men counterparts. Bageshree Subbanna, Deputy Editor of *The Hindu*, covers all the major beats including politics. Madhumita, from the same organization also covers crime and politics. Bhavya, from *Times of India* endorse the same. She says, ‘English media has improved a lot these days. It is recruiting more women journalists. They are giving first preference for women in many sections. But in politics there are few names I can recall, especially in Bengaluru’.

But the condition of women journalists in Kannada Journalism is not so good. There are few senior most women journalists working in Kannada print media, but none of them have made their mark in politics, sports and business reporting. According to a woman journalist who wants to remain anonymous says, “There is male domination in every organization. Politics, sport, crime beats are always fixed for men only. In our profession,

experience does not count, only gender”. The biggest problem for women journalists in newspapers is that the management will not give transport facility to take up reporting assignments. All reporters should have their own vehicles for reporting. This is one of the major disadvantages for women journalists. So, women stick to only feature writing or soft story writing sections.

Television:

The vast majority of women journalists from Kannada news channel feel that women are under-represented in covering hard beats. None of the Kannada women journalists cover legislative sessions. These are meant only for men. One of the male news chiefs from ‘TV9’ asserts, “Political party meetings and discussions take place during night time. Reporters must follow news all the time and keep in touch with them. It is difficult for women. Sometimes their family will not allow it. So we do not encourage women in political beat, to ensure their safety. Only daring and dashing ladies survive here”.

Men journalists from regional media opine that there are very few women who are specialized in political reporting. English news channels too are not exceptions to this condition. But a few of them say that women cover all the beats. Sometimes management will not send women reporters to major political developments. Major beats are still male`dominated in most of the news organizations. This situation needs to be changed.

But one happy note here is that, earlier some beats like political, crime, business was meant only for men journalists. Now, both in Kannada and English media, women are also covering all hard beats. Proudly one can say that women journalists are challenging their own talent, because few years back there was no women journalists working as district correspondents. But now there are three news channels which are having district women correspondents. This is one of the healthy developments in Kannada Journalism.

Radio:

Radio is only an audio medium. Most of the time radio news depends on news agencies. There is no much pressure of breaking news. Both men and women will do all kinds of work in radio. The study reveals that there is no partiality against women journalists nowadays.

Online:

Most of the online newspapers have male reporters to cover political, sports and crime news. Online journalists also depend on their own transportation for reporting. Here also men journalists dominate major beats. Both men and women journalists working in online media holds same opinion. Some men journalists say that women themselves choose sub editing and translation jobs. Senior women journalists normally confined themselves with in the media organizations and they may not show inclination towards any reportage.

Job Security

Newspaper:

There is no job security for any media persons except Mysore Printers PVT Ltd group and *The Hindu* group in Bengaluru. In recent days English language newspapers including *Deccan Herald*, *The Hindu* are recruiting employees on a contract basis. Recently *The Hindu* is providing VRS opportunity for aged employees and for those with health problems. Bhagya Prakash, from *The Hindu* feels that “Men and women journalist number almost equal now. There is job security and all amenities are available in this newspaper”.

At the same time, some of the journalists from Kannada dailies feel that none of the print media gives job security for journalists, especially to women. Once women entered family life, media completely neglect women journalists. Only very talented writers

survive in print media. Organization will be happy if they do not come back after availing maternity leave if any. Some of the well-known journalists have left the job due to some politics inside the newsroom or other reasons. And a number of journalists are changing jobs from one organization to another. This sort of media migration is a common phenomenon. It is obvious that there is no job guarantee for women journalists in Karnataka in general and Bengaluru in particular.

Television:

There is no job security for journalists especially for women in Kannada private channels. They always prefer young women journalists with low salary for work. Both management and news chiefs believe that after marriage women cannot give hundred per cent justice to their work. But few women are proving their work efficiency even after marriage. A lady journalist from 'Kasturi' TV regrets that 'Few years back this channel cut off some employees without giving proper reason. I am one among them'.

Women making their mark in men dominated field is a good gesture. They have more commitment than men. Recently a Kannada channel did not pay salary for more than three months. A lady journalist from the same organization feels that "which men can search for other job easily or they can survive somehow, women have lot of commitments of family, children, school and others. Management did not think of us. We were suppressed a lot during those days".

Two years back the management of 'Kasturi' channel asked some journalists to resign their post. Without giving a single hint it sent many journalists home saying that the organization was facing economic crisis. Those journalists suffered a lot and they found jobs in other media. Manjula, lady journalist from 'Kasturi' media proudly say that, "Media job is not permanent, anything may happen anytime, so I have passed KAS exam and I am now serving as a Government employee". These days, most of the media women are taking competitive exams to have greater security.

Radio/ Online:

Government-owned radio stations give job security only for those who have passed government examinations before joining the profession. There is no security for contract basis employees. Online journalism also does not give job security for any employees. If women wish to work, they can continue for longer period. The management will not send any employees home.

Working conditions (Regional v/s National)**Newspaper:**

The working condition of women journalists in Kannada media is worse compared to English media. The number of women journalists in Kannada press is not even half of English press. They are often paid less than male counterparts. They have no job security, no mobility and have fewer opportunities unlike English media.

Some of the Kannada print media women feel that women journalists in the English media get better salaries. They have better conditions of work and more opportunities. Kannada media will take many years to reach the level of English media. Unlike women journalists in the English dailies, those working in the Kannada press are faced with a range of problems from an entry to the industry, placement, designation, promotions and leave benefits. Many of the women join the industry with full of enthusiasm at a young age but only a few stay on. While some opt for government jobs, others move out of the industry into marriage.

Sheela, a freelance journalist, feels that ‘Many newspapers use the fact that girls are unlikely to stay because they will get married to keep them at low salaries, without

designation and facilities’. Allmost all the working women journalists in Kannada press strongly feel that they get somewhat underpaid and do not have congenial working conditions on par with their counterparts in English press.

Bharati Hegde from *Vijayavani* daily says, “Regional language women journalists are underpaid, exploited and treated as low class citizens by the managements. Belonging to the same management does not mean that women in both English and Kannada press have similar working conditions and opportunities. This differential treatment is apparent even when the same management brings out both English and a Kannada language daily. Women in particular are affected in opportunities available to them for their professional growth”. A veteran Kannada Journalist D. Yashoda also shares the same opinion.

There is equality in the English newspapers in terms of opportunities, tasks assigned, promotions and salaries to a large extent. Women occupy senior positions; they travel abroad on assignments and do all hard beats. And most of the English dailies have women chief reporters, chief sub-editors assistant editors the editors and foreign correspondents. In *Deccan Herald* almost every section with the exception of the general desk is headed by women such as Sunday magazine and science and technology supplements. And it has posted a lady reporter to *Washington DC* for four years as its foreign correspondent. But in *Prajavani*, only one or two full-fledged women reporters are working.

Television:

English news channels are better in giving opportunities and amenities to employees. Women journalists are not exception to this. Like newspaper organizations, television channels also provide good working conditions. A lady reporter, from ‘News9’ feels that “Working condition is good for women journalists here. I have worked in different media organizations, but I have not come across any odd feelings. Based on company HR

policies, the management is providing facilities. There is no work disparity between men and women journalists in our organization”.

Very surprisingly, one of the young male journalist, confesses that “Media is full of politics. I have faced mental torture from superiors. Even women journalists are also treated very badly while allotting works, but they do not complain openly. There is no value for sincere work. So I said good bye to media. Now I am into my own business”. Further, the study also reveals the fact that some of the women journalists in television channels are subjected to sexual harassment, discrimination in payment of salaries, denial of promotion and opportunities. Such affected parties confronted with injustice do not register their protests due to fear of losing their jobs.

Ayesha Khanum, South India Reporting Head from ‘Doordarshan National’ says, “Working condition is good. Sometimes it is difficult to attend family function because of over work”. Few of the women journalists believe that working conditions for women in television media is worse in Bengaluru. Men journalists in every organization are making their own groups. They support only whom they like them. They won’t allow others to grow professionally. There is no free environment for all to work in television channels.

Some of the journalists complain that, there is lot of domination and politics inside the newsroom. Some seniors will not encourage and appreciate the performance by the youngsters. Most of the juniors quit the job because of this reason. Only strong people can survive here. Journalism totally becomes a business now. Some media chief won’t recognize talented women’s work if they do not belong to their community or group. Management will not interfere in the matter. Some of the new-comers workload is over loaded and this is very common in Kannada media. Sameeulla, ‘Udaya News’ chief is very optimistic about the future of women journalists as follows: “The number of women journalists in news channels is increasing. All prime news is handled by women only.

Television journalism is only 10 years old now. There is big scope for women journalists in future. Here, there is free working environment for women”.

Radio:

Working conditions of women journalists in broadcasting has improved a lot since last few years. Poornima T.C, the former ‘Akashvani’ News Editor and the present Field Publicity Officer of Ministry of Information and Broadcasting feels that, ‘Radio has created hundreds of opportunities for women since it is inception. Now opportunity is more open than in earlier days. Women have grabbed many positions including top posts. Hard working and creative writers can be successful in this field’. Jayanti, from ‘Akashvani’ says that, “There is lot of opportunities in radio for those who wish to work hard and sincerely. Sad thing is, most of the young journalists are not capable of even passing the entrance examination. They must take it as a challenge to qualify them. Today working condition is very good and they have entered every section. Most of the news editors, readers are women only”

Even in FM stations, women are greatly enjoying and loving their profession. They opine that there is lot of flexibility and liberation of work freedom in FM stations. According to Shruti from ‘Radio City’, “Women have plenty of opportunities in FM stations. Usually women are very punctual and hard workers. Here no one measures us by beauty and qualification. Most of the radio jockeys are not even from journalism background”.

According to Senior Journalist, Poornima T C, “We have to think of our ability and opt which media is suitable for us. Women should utilize a lot of existing opportunities in different media. Ironically, young women journalists are fascinated towards glamorous positions like anchoring or Radio Jockies. They have very little knowledge about radio news-writing and translations. Often they are not hard working”.

Online:

Most of the women prefer online media because working conditions are flexible. They think that after marriage or pregnancy, working for online media is a better choice for their career prospects. Few of them working in mainstream news media have quit from their post and joined web journalism after their marriage. Most of them are working in general shifts, and are enjoying their profession.

Promotion**Newspaper:**

Most women journalists feel that they get their promotion somewhat late. Sheela, a senior Kannada woman journalist strongly hold the view that “No media organization has any transparent system of assessing the performance of women journalists. There are instances of women not having been promoted even after 10-12 years. There is no set policy of promotion in any media organizations”.

English media in Bengaluru follows national standards. They treats both men and women employees equally in promotion. Some of women journalists have reached top positions. In Kannada language press, there is no much scope for women after reaching some positions. Some of the male journalists assert that it is difficult to manage responsible posts like editor by women.

Interestingly, a few young women journalists express their inability to cope up with the situation due to various family compulsions. They spend many years taking care of children and looking after family matters. Social responsibilities prevent them to be at their best in professional work. This is also one of the causes for women getting their promotion late. But, some women journalists in Kannada press get promotion upto certain level only. After that management won't promote them to next position. Some of such experienced and talented senior women journalist's promotions are withheld or delayed beyond expectations.

The Hindu group has the better promotion avenues with its financial daily having a system of performance assessment wherein two best stories of the day are rated. This measure gives boost to instant recognition and reward to the staffs. Sunitha, a reporter from *The Times of India* feels that “women get promotion in our organization. But when compared to men, it is slow because women get married and settle down in life”.

It is interesting to note that there is no proper system of promotion to women journalists especially in the news desk in many newspapers. Women journalists who are good in writing and reporting are somewhat deprived of their promotions. Further, promotions seem to be tied up with reporting. Most of the women journalists who work as sub-editors are not generally promoted. The performance of a sub-editor is assessed for his/her ability to bring out an edition during the night, which is a test of the journalists news values, judgment and efficiency. Since most women do not do night shifts and lack experience of bringing out different editions, they face such obstacles for promotion.

A woman reporter from *Vijaya Karnataka* daily, who does not wish to be named, opines “I was working for the last 10 years. Management has given only little hike. It is not only my case. Most women journalists are paid low salary due to gender discrimination. And none of them are handling beats such as politics, court and assembly. We are capable of doing those beats but it is only fixed for men”. A few women journalists also hold the same opinion.

Television:

English media follows the national standard and procedure even for television also. A large number of women are promoted every year for senior positions. The ‘CNN-IBN’ Bengaluru bureau contains only women journalists except a photographer. Deepa Balakrishnan, Bengaluru Bureau Chief of ‘CNN-IBN’ opines that women journalists get promotion every year. There is no discrimination between men and women journalists. Even women employees have good opportunities in their career.

Sheela, a senior independent journalist from Bengaluru feels that “None of the Kannada media follows HR policy in Karnataka. They do not follow the corporate culture. Only management gives a little hike for a few people. Women are underrepresented in most of the media organizations especially in television media”. Some of the television journalists feel that promotions are rare and delayed in Kannada television channels. There is no parameter to assess the work experience of journalists. Radhika Rani, a senior journalist from TV9 feels “I got promoted; there is no matter of delayed promotion in our organization. It depends on our work quality”.

Radio:

In government based radio station (AIR), women serving on contract basis say that there is lot of problems in getting promotion. Sumana from ‘Akashavani’ is optimistic about the promotion “the management gives promotion and hike only for permanent employees. They are paying good salary”. On the other hand, in private radio stations the condition is different. Most of the Radio Jokies in Bengaluru opine that they are getting fairly good salary inspite of the fact that they are on part-time basis. Roopa from Big FM says, “I am working on part time basis and getting payment on hourly or programme basis. I was working in television media before. But here I am getting good salary compared to my previous job’.

Harassment/ Gender Discrimination

Newspaper:

When asked about sexual harassment, most of the senior journalists from print media refuted any type of harassment/sexual harassment in their media organizations. Manjula C.G, an Associate Editor from *Prajavani* feels that “I have not seen or heard about sexual harassment cases during my professional journey, particularly in this organization. Earlier, including me most of the single ladies worked with men counterparts. There are no such cases in print media too”. “There were cases of discrimination earlier. When I

joined in this organization, some of the male colleagues gave me free suggestions like, why are you choosing this profession? And as a lady you can choose government jobs and that is more secured for life time, she adds.” Neela M.H, senior reporter from the same organization feels there is no harassment and discrimination in her work place.

Some of the professional women journalists in the study have also revealed that there is mental harassment from their seniors. Still they are not accepting women as their colleagues. They discriminate women in assigning beats. Many talented women journalists are still translating agency copies and doing special stories. No scope for further achievement in journalism career in print media.

A senior journalist from *Vijaya Karnataka* daily discloses that male Kannada journalists harass women journalists in Kannada press. “I have noticed many women journalist left the field because of their harassment. Harassment is not of physical nature but, they make life difficult for women reporters. And, these male reporters belong to one particular community of caste Hindus”.

Television:

With regard to harassment and discrimination in television field, professional journalists have a mixed opinion. Journalists share both positive and negative opinion on this issue. One of the male journalists from ‘Kasturi’ channel says, “There is gender discrimination in television media. Some senior journalists are treating their juniors very badly. Pulling legs, passing comments, discouragements, assigning over work are very common in the newsroom”. Some of the media houses are treating young women journalists, only to translate agency news.

And a journalist who had left the television job sadly says, ‘A bulletin head belongs to the upper caste was encouraging only his community journalists in the organization by neglecting others. It was a cheap kind of development in Kannada television journalism’.

A lady journalist Chaitra, from 'Etv news' says "Discrimination is common in Kannada television journalism. It depends on the news chief and his team members. When I was working in 'Etv' channel for the last two years, I was the only one lady working over there. I got all the facilities from the management to cover all beats. But when it became a news channel, the whole team and chief were changed. I was discriminated in covering beats. It is my own experience". Srilaxmi, a lady journalist also quit media profession after facing torture from her senior colleagues. Most of the Kannada channels are not giving proper opportunity and encouragement to youngsters especially for girls. In electronic media, women journalists are facing sexual harassment. When asked, most women journalists from electronic media refused to answer this question. But some of them agree that there is sexual harassment on women in electronic media.

Some of the prominent news channels are not recruiting married women. Moreover some organizations are mentioning in the advertisement that only women below 25 years could apply. And many opportunities are open to only unmarried young and beautiful women journalists. In some of the media organizations, women are facing odd kind of behaviour from senior male colleagues like using bad words and passing comments. These kinds of ugly situations are prevailing Kannada TV channels. Due to this, many young women journalists are not staying for long time. If anyone raises her voice against this, she will not get hike, promotion and finally all these pressures would make her quit the job. So, most of the women are not challenging the management decisions for fear of losing job.

A women journalist from one of the well-known Kannada news channel told that she had seen sexual harassment in her office not in the news department but in the non-fiction department. So called head of the department who was harassing a lady from the news department and she could not tolerate nor does she disclose this to anybody. Subsequently, she was made to resign. According to senior news presenter of 'Public TV' Radha Hiregoudar feels, "Discrimination may be there in some organizations, but here I

have never seen such treatment. If you have enough talent, definitely no one will pull you back”.

Radio:

Most of the women journalists deny any incidence of harassments in radio stations. But some of the women journalists on contract basis cited discrimination cases. Arati, a senior radio journalist opines that “Radio stations are dominated by male since a long time. There is lot of discriminations in this field. Earlier women faced many problems in every radio stations, today, discrimination is comparatively less.

Online Journalism:

Online journalism is somewhat a recent phenomina in media world. Bengaluru is no exception. Off late, the regular newspapers are also going far online editions. This web journalism is attracting the young and trained computer literates into the field. The study indicates that there is hardly any incidence of harassments and discriminations against women.

Maternity Leave and Family Responsibilities

Newspaper:

The biggest challenge on women in journalism is their family commitments. The dynamic and most successful journalists have left their career to settle down in matrimony or moved to less demanding jobs when children arrive. For women, home always comes first. Bharati, a woman journalist from *Vijayavani* daily opines that “Most of the women journalists quit their job after marriage. Once they have children, they shift to other departments because of their responsibility to their children. Infact some women journalists wish to resume their professional work once their children grow up but there are not many opportunities”.

A notable initiative introduced by *Vijaya Karnataka*'s work- from-home facility for a few talented women journalists is worth appreciating. Sridevi Kalasad, a senior journalist from the same organization currently working in other field feels, "When I was working in *Vijaya Karnataka*, the management allowed me to work-from-home facility after maternity leave. It was very helpful for me and also a good development".

According to a Managing Editor Dr. Poornima from *Prajavani*, "Nowadays most of the women journalists are not ready to take risks. They keep complaining about overtime work, long shifts". She refutes the usual complaint that it is difficult for the women journalists to continue work in the field after marriage. "Last 25 years ago, when I joined here, faced many challenges and hurdles. Now technology has improved a lot and there are so many facilities available to the youth, but most of the young journalists living with fantasy. They are easy going; they will copy from the internet and write it. This culture is not good. If you work hard there will be plenty of opportunities for you", she adds.

Nalini, a senior journalist from *Deccan Chronicle* believes that since home is always a woman's responsibility, it naturally affects her work. Maternity leave is still an issue women have to grapple within the Kannada press. Women go on maternity leave but are not sure if they will continue to have the job when they return. Several women lost their jobs while on maternity leave.

Domestic responsibilities are a major hurdle for women, whether working in English or Kannada media. Before marriage, girls work zealously, even in two shifts. They take a house near the work place or ask parents to pick them up after night duty or if working late hours. Once they marry and have children, they either prefers to shift to other departments if there are opportunities or any drop out vacancies. A few senior male journalist's views are - 'the biggest problem is that most of the young journalists are not dedicated. They have no clear picture of what they want, what their dreams are for themselves or where their future lies. So they get pressurized by their parents to opt for

marriage or by in-laws and husbands to quit the media. They will find jobs where they will have regular timings, no pressures of deadlines and no great expectation of them.

Television:

In television media also most of the women journalists endorse the same opinion. Maternity leave is very biggest challenge for them. But some of them have come back after post -delivery period and are successfully leading their professional life. Some of them are living with their joint family and a few of them depend on day care/ baby care centers.

Suguna, film journalist/anchor from ‘Suvarna News’ opines, “I am continuing my profesion even after marriage. My husband and family members are very supportive. They are looking after my kid. So I can give my best at work”. Bhavana Abhi, a senior anchor from ‘Suvarna News’ also have the same opinion that because of her family support, she continued her job after maternity leave. In reality, most of the women journalists will not continue their job. They will settle down with the family or change the job. Most of the men journalists also feel that family responsibilities affect women’s professional life. A few of them suggests for a day care center at office and working-from home facility also.

Some of the organizations will not encourage women journalists after maternity leave. A lady journalist from one of the leading Kannada news channel observed that their news chief knowingly put her in different shifts during the time of pregnancy. After maternity leave also he continued the same thing. When she questioned, he replied that “if you want to work with shifts you can continue the job or else quit it”. Subsequently it made her to resign.

Radio:

All India Radio (Akashvani) follows the maternity leave and other benefits as per the Government standards. Working on contract basis employees also enjoys the maternity leave. But no organizations are compromising in with regard to work load. Private FM stations have flexible timings; women can work-from-home or choose part-time work after maternity.

Online Journalism:

In online media also there is flexibility of work compared to other media. Working-from-home and part-time work is available for creative women journalists.

Salary discrimination/ Partiality**Newspaper:**

Most of the women journalists feel that salary discrimination and partiality are common in the Kannada media.

On the other hand, some of the lady journalists from English media opined that they never faced salary discrimination and work partiality from the management or seniors. According to their work experience the management decides pay scale. However, in some cases despite holding high degrees and having experience in the media, their pay scales were not commensurate with their qualifications.

A women journalist from a Kannada newspaper opine that women reporters bring lot of trouble in the sense that they do not want to do night shifts, need to be dropped home at night, need special rest rooms and so on. These kinds of partialities between men and women journalists are still in print media. Many journalists in senior positions earn 12.000 to 15.000 per month including men journalists.

Television:

Majority of women journalists working in English television channels feel that there is no discrimination in salary. But in Kannada TV channels women have some mixed opinion. A lady journalist from 'Janasri' Kannada news, who does not wish to be named, opined that men get hike soon, when compared to women. There are some women journalists who are working in desk really facing problem of poor salary. Management gives hike for men reporters, they neglect copy editors. Most of us worked, especially juniors, without salary for more than three months. Even management also did not care for employees'.

A lady journalist from 'Suvarna' also adds to this point. Chitra, from 'Etv' news who shares her experience, that "Five years back when I joined 'Kasturi' media as a copy editor, I was not given appointment letter, no salary slip, I was getting payment by cash till I resigned". Kannada television media in Bengaluru have no proper pay structure. Still some of the news organizations are delaying paying salary to employees.

On the other hand, some senior women anchors and male journalists feel that there is no salary/ work partiality in television media. Regarding this, one of the senior journalists from 'Udaya TV' says, "If women have real talent and interest on work, the organization will support them. In our organization, a woman journalist is working from district center of Uttara Kannada. And here there is no night shift for lady journalists. They work only in first and second shift".

Radio/Online

Women journalists from both Government and private organizations confirm that there is pay parity between men and women employees. But those on contract basis are facing some kind of discriminations. Women in most of the private organizations especially permanent employees are treated equally with men counterparts. Most of them in radio say ‘there is no partiality, only work counts’. Even online or web journalists views are also same. They say there is no discrimination as such. Management decides payment on the basis of the nature of work.

Committee on women’s problems

It is mandatory legally on the part of any organizations to have a separate committee to address women’s issues in the work places. Surprisingly, the present study consisting of majority of the journalists from print, electronic, radio and online have revealed that there is no such committee in the media to look after women harassment and other issues. The permanent employees, a few of television houses and government owned media organizations are exception to this. Shockingly, most of the young generations are not aware of women committees such as ‘Vishaka Committee’ recommendations.

Management problems

Some of the young journalists from different Kannada press revealed during the time of interview the management tells us, they would give us good salary; good hike every year and all facilities as in other media. But later nothing seems to happen. We must wait for three to four years for any hike and promotion. If you protest, the management would tell us like “if you want to work here you can continue or else quit. This is the response we get from the management”. Most of the media management shows negligence towards its employees. It will not interfere with the office matters. Many Kannada print women journalists feel that management should provide transportation facility for women reporters.

Gossips

Most of the women journalists feel that gossips are very common in working place. Chetana from a leading news channel feels, “Professionally we wait for other gossips to break; unfortunately sometimes we face this kind of situation in the newsroom. It is pity that we share most of the time which did not come to our notice”. One more shocking point is that most of the gossips are spread from women journalists only. They only pull legs of other lady journalists. A lady from *Vijaya Karnataka* daily expressed that “If I am one step ahead from another lady, then rest of others will talk like I am in a relationship with the editor or somebody else in the newsroom. I have seen this kind of developments in print media”.

Prominence to women issues

Regarding this, many of them say that women’s issues do not find a place in print media. Over the years, things have improved. Today media is vigilant and women’s issues are given prominence by giving adequate coverage. A couple of journalists expressed that women’s issues are no doubt covered in print media, but they are mainly on atrocities on women and not on women’s achievement in different areas.

A senior woman journalist opines that “Even television and radio are giving more importance for women-oriented programmes. There is a number of news on women upliftment and empowerment programmes in different media organizations.”

Radhika Rani, a senior journalist from TV9 says “There is more scope for women related programmes in every channel. ‘Ladies Club’ was very famous women oriented programme in our organization.”

Migrated from other places

Most of the journalists from every media organizations are migrated from different places to find jobs in media organizations. A very few journalists are from native of Bengaluru. Some of the English media also have journalists from other states of the country. Some of the women journalists feel that they are missing their families and family functions very much. It is interesting to note that some of them brought their parents and in-laws from villages to look after their kids. Priya, from *Udayavani* daily says, “Work is very important for me. After had a baby, I brought my mom here to look after my baby. Now my parents are staying with me”. Divya, a young journalist is pessimistic about her future, “There are very less leaves I get in this profession. My friends are enjoying their weekends, but I get weekly off on weekdays. I cannot visit my parents, cannot attend functions, so I will quit this profession in few days”.

Positive opinion towards the profession

Many women journalists have positive and respective opinion on journalism profession in every organization. Most of them say journalism profession gives special position and made them celebrities today.

Suguna, a film journalist from ‘Suvarna’ is quite optimistic about her profession. She says ‘Because of my profession people identify me. I have acted in many movies as a journalist. Some of my colleagues, friends from same profession also today stood in a respectable position because of journalism profession. So I love this job”.

According to Manjula C.G, a senior journalist in *Prajavani* daily, when she joined *Prajavani* 25 years ago, only two women journalists were working there. There were no separate toilets for women; they were sharing men’s toilets for many years. At that time there were many government posts available including teaching positions. So her parents were persuading her to go for teaching. It was somewhat a risk free job. It promised many holidays too. But she liked journalism field and she continued in it. She further asserts, “I faced many hurdles and problems during my professional journey.

When I entered the office, some senior journalists would stare at me, only because of I was a lady. But gradually I adjusted myself with the situation and the management also encouraged me. I have never faced any harassment and discriminations here”.

“After marriage my husband encouraged me a lot. But when I had a baby it was really a tough time for me. I took three months leave. My organization allowed me that facility. But now we cannot find earlier situation anywhere. All the Media are providing better salary, basic facilities. Moreover, they are working with new technologies which make work much easier. Only the thing is women journalists should take this profession as challenge” opines Manjula.

Some of the women journalists have observed that press is more suitable for men. Because women find it difficult to keep up with that long hours, odd timings and cover certain beats. And family does not allow her to go out at odd hours. During critical situations women do not want to go to sensitive areas. Men can easily handle them.

The qualitative analysis of the data reveals the changing mindset of male journalists towards women journalists. They look more positive than before. Some senior male journalists feel that, ‘women are more competitive than men. They have the capacity to handle all kinds of beats. Women journalists are equally creative, talented and hard working’. However, some apprehension prevails in their mind. They feel, “Women are more sincere workers, but with marriage and children, they are not able to do justice to the profession because of long job hours and irregular time schedules. Hence, men can make better journalists”.

Such reactions show that there is no reason to believe that women are unsuitable to journalism. It confirms that journalists have realized the competence of female journalists. Gender does not decide the suitability of a person in the profession of journalism, but there are various other factors, which can be considered - like sincerity, dedication, confidence and personality of a person.

Majority of the male respondents agree that young women in print media are committed to their job. Even in television some of the women journalists who are getting good amenities express positive opinion towards the media organizations. According to Vijayalaxmi Shibarooru, senior reporter from 'Suvarna' news says, "There are no problems for hard working and committed women journalists. There are lots of opportunities. We should take it as challenge and show our talent in this field. I have faced many problems in my profession, but overcome with it. The management and senior journalists are also very supportive in my case".

Professional Challenges and scope

Day by day journalism profession is becoming highly competitive. Odd hours of job make the women journalists vulnerable. It is interesting to note that more and younger graduates are joining the journalism degree and diploma courses in the universities with an ambition to make a mark in the profession, and good proportion of them are girls.

With the rapid expansion, proliferation of the electronic media through satellite channels, with the popularity of the FM on the radio and with the growth of the print media, now there is a good scope for absorption of both men and women qualified journalists in various media outlets. The society, therefore, must make arrangements to provide adequate security to the vulnerable sections of women in the media to promote their participation at all levels.

These days there are many news channels and newspapers and they are looking for young faces and young writers. Moreover, television channels are giving first preference to ladies. Earlier, women were hesitating to work in this field. Most of them used to prefer magazines, print media or public relations jobs. But now they are keen on anchoring and more women are seen on television screen.

There are many colleges which offer journalism courses. Many girl students are studying journalism and many women candidates are applying for positions in journalism. Usually

women are sincere in their work and so organizations are also keen on recruiting women candidates.

6.2 Highlights of Qualitative Study

The following are the some of the major observations of the qualitative study:

- Most of the women journalists revealed that there are a lot of discriminations in assigning beats, both in the print and electronic media. Even today, men journalists dominate all the major beats.
- Except for a few media organizations in Bengaluru, none of the media organizations appoint women on permanent basis. Kannada language women journalists feel that English media journalists are getting good amenities.
- Any kind of negligence towards women journalists should be eliminated. Given a chance, women journalists can work efficiently and effectively on par with male counterparts or even excel in some fields. There is only one investigative reporter (Vijayalaxmi Shibaroor) working for a leading Kannada Channel, i.e., ‘Suvarna 24x7’ News. There is no match for her.
- Women journalists complain that media organizations neglect women journalists after marriage and maternity leave. Most of them in the print media after their marriage opt for magazine work or desk work. Sometimes, they are pushed to desk work or less prominent sections.
- Electronic media journalists reveal that there is more scope for beautiful ladies. There is lot of work differences in allotting work between men and women. Almost all media organizations are managed by men and are under the control of men. There is no freedom for woman to take up her choice of beats.
- Women always pushed to desk work or soft reporting. According to senior men and women journalists, after the booming electronic media, the earlier condition of women journalists has undergone tremendous change. But some of the bold women journalists are struggling to

make their name in male dominated beats like politics, crime, and business. Even regional media women journalists are on the rise and making their mark in different fields of reporting and anchoring.

- The study shows that there is no job security for journalists. In particular, regional media organizations do not give security for their job. Few of the media organizations are running on a huge loss. Those organizations send many employees home without compensating them. Many quit due to insecurity.
- Some of the employees from different media organizations, especially in television channels disclose that most women journalists in the electronic media prefer television channels for the sake of anchoring, especially young women journalists, who want to work in news channels. There are instances of some senior male journalists discriminating and misusing young women journalists. Sometimes it is vice-versa. A few talented women journalists from leading Kannada channels have resigned their posts because of harassment, discrimination and torture at the work place. They say, some of the senior men journalists purposefully torture women journalists if they are not favor to them.
- Many of them reveal that there is lot of caste politics, partialities in the television newsroom, especially in Kannada media.
- Majority of them including men journalists reveal that salary is very less in Kannada journalism. Moreover many reputed organizations are giving late salary to employees. There is no job surety for journalists who having 10-15 years of professional experience.
- Some of the media organizations, especially in electronic media the management have fixed some journalists for different sections. Those journalists only always get all the amenities and hikes. The management will not encourage other employees and newcomers.
- While conducting interviews, both senior male and female journalists opined that earlier journalists were more dedicated hard working. Now, everybody depends on technology and

is easy going. There is no deep knowledge about any issues, except a few. This may be the reason for late promotion.

- Compared to the electronic media, in private radio (FM) stations, women are enjoying their professional life. Even their number is higher than the male employees in the radio industry. They have freedom to produce different programmes. They earn a very good salary. Most of the employees feel that there is no discrimination of any kind in the radio stations in Bengaluru.
- It is interesting to note that, most of the men and women journalists migrated from different places to find the jobs in media field. There are very small number of journalists is from Bengaluru city.

Scope for Further Study:

Women related issues are highly discussed worldwide including India. Everyday women are facing problems in one way or the other. Women are highly being discriminated in different levels of her career in developing country like India. Ofcourse, ours is male doimated society, but there is no equality for women with the male counterparts. Women are facing different problems in every facet of life in work place including media organization.

There are very few studies conducted on women journalists at the national level in India. The present study only concentrated on women media professionals of Bengaluru. There is greater scope for conducting status of journalists in general and women in particular related studies at the national, state and regional levels. Since the language press in India is having a tremendous future, the over all status of women journalists in the vernacular press may also be explored.

The journalistic professional bodies such as Indian Federation of Working Journalists (IFWJ), Press Institute of India (PII), state level working journalists associations (KUWJ), Indian Women Press Corps (IWPC) as well as media academies and the Department of Women and Child Welfare should initiate measures to take up research

projects on women journalists. The over all summary and conclusion of the thesis is presented in chapter VII

CHAPTER-VII

CONCLUSION

Journalism is an essential part of our society. Nothing has influenced the lives of modern world as the media have. Journalism is also called as ‘Fourth Estate’ of the government. It is playing a crucial role in informing, educating and enlightening the masses. A powerful media not only influence today’s world but also its prospects tomorrow. Hence, journalists play an important task.

Many women journalists have entered male oriented profession and they became role models for the next generations also. A new wave in Indian journalism can be seen during 2006-2015. During this period, a number of media organizations, including print, electronic, radio and online journalism boomed. Even new technologies and social media created a big change in media field. It opened many job opportunities for many journalists, especially for women. Both national and regional media started recruiting women for different sections. English women journalists were a step ahead in utilizing and grabbing opportunities. They have proved their talent in different areas of the media especially in print journalism. In the booming electronic media, women have made their mark in reporting and discussions. They have proved their ability in some of the risky beats such as investigative and war reporting. This was the great achievement of women journalists in Indian journalism.

A large number of newspapers, radio stations, television channels and web based media are booming in all metropolitan cities of our country, including Bengaluru. The present study on status of women journalists is primarily focusing those who are working in one of the leading

information technology cities and the capital city of Karnataka- Bengaluru. A large number of journalists across the country representing both national and regional media network are working in Bengaluru. More than 500 women journalists are working in different media both print, electronic and new media in Bengaluru.

Some of the brief highlights are as follows:

- The present study indicates that the staff strength of women in media organizations in Bengaluru is much less than their male counterparts.
- It is interesting to note that women journalist's chosen journalism mainly for love for the profession and they took jobs in media through self efforts.
- A majority of the respondents are working in different newspapers both English and Kannada followed by electronic media. Most of them did not possess any training /internship before joining the journalistic field. They also feel that in-service training is useful for their career.
- The study also reveals that as a whole, woman journalists never face any gender discrimination in their work place. This is also true in respect of salary. Women journalists say that there is no salary discrimination between the male colleagues.
- It is interesting to note that almost all the respondents disclosed that they have not faced any type of physical, mental or sexual harassment in their office. However there are a very few stray cases in this regard. Further, they say that the management has not taxed them by allotting night shifts forcefully. In some special cases the media organizations have provided transportation facilities and most of them are satisfied with security arrangements during the night shift.
- Most of the respondents are happy with the importance given to women issues in their respective media. They also opine that they enjoy freedom to write and report. They say that there is no interference from the management.
- Majority of the respondents are selfcontented with the level of their job satisfaction. Most of them are not having any membership of the professional bodies, nor approach any trade union for help. Women journalists are of the view that such associations are ineffective in protecting professional interest of women journalists.

- Regarding the issue of availing maternity leave, nearly one-third of women journalists say that there is no such issue with them. However, most of the women journalists who are working on temporary and contract basis disclosed that they have undergone problems relating to maternity leave.
 - It is surprising to note that most of the women journalists themselves are quite ignorant about 'Vishaka Committee' recommendation as well as a separate committee to look into the complaints of sexual harassment in their media organization. Most of the respondents are not satisfied with the efficient execution of such committee. Permanent employees are aware of the existence of such committee.
 - The study also shows that most of the women journalists take up extra over-time work hours, but it is very rare.
 - Most of the women journalists are comfortable with the existing positions and they wish to continue in their profession.
- However qualitative data analysis has resulted in the revealing of a number of interesting observations.

7.1 Suggestions and Recommendations

- In the light of the growing insecurity and instability for the women in the country it is not ideal to assign women journalists for the night shifts. Media houses should try to eliminate such assignments to women journalists.
- It is highly essential that media houses imbibe a scientific and a clear cut policy for the promotion for the journalists or media persons. It should be based on experience and merit of the candidates rather than any other consideration.
- In this male dominated media world, they should redefine their mental outlook towards women journalists. They should extend a helping hand for the empowerment of women in media organizations.
- The media organizations should also prioritize some selection criteria to be demarcated exclusively for dynamic and deserving women journalists.
- There is an urgent need to achieve parity of women journalists in all the professional work in media. They should not be treated as second class citizens in the media.

- Any gender discrimination and pay disparity between English newspapers/TV channels/web journalism should be eliminated.
- It is highly essential that all the media organizations- print electronic and new media should imbibe liberal policy towards encouraging and patronizing women journalists.
- All media houses should maintain the data base of women journalists.
- Print media should provide transportation facility for reporters, especially for women.
- It is important that women journalists instead of looking for any special concession from men in the work place should become self-reliant in every branch of journalism. They should overcome any negative mindset that they are women.
- Women journalists should be given due representation in audio-visual media and not just confined to mere anchoring jobs due to their resonant voice nor their good looks.
- They should be given due weightage in other challenging position of broadcasting and telecasting industry.
- The management of the media units should facilitate proper amenities to women journalists, so has to encourage them in the profession. They should treat women on par with men as far as possible.
- Women journalists should also be entrusted with all kinds of beats including political, crime and other fields.
- Qualified women journalists should be given proper promotions and such professionals should not be deprived of any senior positions.
- There should be a day care/ baby care center facility for women employees who have kids, so that women journalists can fully involve in their work.
- There is a need to provide work-from-home facility for women employees during special occasions such as pregnancy.
- All the media houses- print, electronic and new media should hence forth implement the Supreme Court decision to form a committee consisting of women representatives

regarding various problems relating to sexual harassment. This is most important and mandatory government should take firm decision against any violators.

- There should be payment for over-time work in every media organizations.

APPENDICES

Questionnaire

DEPT. OF MASS COMMUNICATION AND JOURNALISM MANGALAGANGOTRI - MANGALORE

The following Questionnaire is part of my P.hD research work being conducted by me on the topic **"WOMEN JOURNALISTS IN INDIAN MEDIA: A CASE STUDY OF BENGALURU"**.

Kindly fill the questionnaire completely. Tick the right answers. Your responses will enable us to understand the status and problems faced by women Journalists in Bengaluru. Your identity and responses will be kept confidential. And your co- operation will be highly appreciated.

H.B.Vaishali
Researcher (Part Time)

PART- I : Profile of the Respondent

1. Personal Information - Name :(If you wish).....

1. Age:

- a. Above 18 and below 25 b. Above 26 and below 35
- c. 36 above and 45 below d. Above 46

2. Family Income:

- a. Below 11.000 b. Above 11.000 and below 30.000
- c. Above 31.000 and below 50.000 d. Above 51.000

3. Journalism Education Background

- a. Mass communication in degree level b. Mass communication in PG level
- c. Journalism diploma or Certificate course d. Any other specify

4. Describe the type of appointment...

- a. Permanent b. Temporary c. With consolidated salary d. On contract basis

5. Duration of Employer professional Experience

- a. Less than 5 years b. 5- 10 years c. 10- 20 years d. 20- 30 years

PART-II

1. What motivated to you to pursue a career in journalism?

- a. Need for a job b. Love for the profession
- c. Could not get any job d. Any other reason specify

2. How did you seek the present employment?

- a. Advertisement. b. Self effort c. Recommendations d. Any other

3. Did you attend any Internship Training programme as part of your professional Degree or Diploma?

- a. Yes b. No

4. How adequate was the practical work done in your journalism Education?

- a. Adequate: .b. Somewhat adequate c. Absolutely Inadequate

5. State your employment background (area)

- a. Print b. Electronic c. Radio d. Online

6. Did you attend professional In-service training course after joining service?

- a. Yes b. No

- 7. What do you think of the duration of the training?**
 a. Too long b. Just about right c. Too short
- 8. How do you find the In-service training program for your career?**
 a. Very useful b. Useful c. Marginally Useful d. Useless
- 9. What is the women staff strength in your organization?**
 a. More than male b. Less than male c. Equal
- 10. What is your area of specialization?**
 a. Reporting b. Sub-editor c. Anchoring d. Photography
 e. Video- Editing f. Production g. Any other, specify.....
- 11. Is there any discrimination of salary between you and other male counterparts?**
 a. Yes b. More than me c. Less than me d. No
- 12. Have you been given promotion as per your eligibility in recent years?**
 a. Yes b. No c. Not always
- 13. Have you ever felt discriminated in your profession because of your gender?**
 a. Yes b. No c. Not always
- 14. Do you work for extra OT hours?**
 a. yes. b. No.
- If yes, how often do you work for more than a prescribed hours in a week?**
 a. Less frequently b. Frequently c. Rarely d. Not at all.
- 15. Are you paid for extra hours?**
 a.yes b.No c. Not always
- 16. Do you have to work in the night shifts?**
 a.Yes b.No
- 17. How often do you get night shifts?**
 a. Less than 2 weeks in a month b. More than 2 weeks in a month c. Never
- 18. Are you being provided with the transportation facilities by the company if you work in the night shifts?**
 a. Yes b. No c. Not always
- 19. Are you satisfied with the security arrangement during the night shifts?**
 a. Highly satisfied b. Satisfied c. Unsatisfied d. Very unsatisfied
- 20. Have you ever felt your media organization has harassed you by allotting night assignments or late hour work?**
 a. Yes b. No

21. Have you ever been subjected to physical, mental or sexual harassment in your office?

- a. Yes b. No

22. Who was responsible for the harassment while you were at work?

- a. Colleagues b. Superiors c. Non-working journalists
d. Management e. None

23. Supreme court has ruled that every organization in the country should have a permanent committee to look into complaints of sexual harassment. Does your organization have any such committee?

- a. Yes.... b. No.....

If yes, how satisfied are you with its functioning?

- a. Highly Satisfied b. Moderately Satisfied c. Un-satisfied
c. Moderately not satisfied d Highly not satisfied

24. What is your level of Job satisfaction ?

- a. Highly Satisfied b. Moderately Satisfied c. Un-satisfied
c. Moderately not satisfied d Highly not satisfied

25. Are you happy with the importance given to the women issues in your media organization?

- a. Yes b. No c. Not always

26. Have you ever felt that your professional values are different from that of your male colleagues?

- a. Yes b. No c. Not always

27. As a lady journalist are you free to write and report as per your conscience and professional demands:

- a. Yes b. No c. Not always

If not, what are the pressures/ interference?

- a. Editor b. Chief c. Government c. Proprietor
d. Trade unions e. Any other.....

28. If there are pressures on you, would you succumb to the pressures?

- a. Yes b. No

29. Are you a member of any professional association?

- a. Yes b. No

30. Do you approach your professional association or trade union for help?

- a. Yes b. No

31. How effective our professional associations are in protecting professional interest of women journalists?

- a. Very effective b. Somewhat effective c. Ineffective d. Biased

32. Have you ever faced any difficulty in availing maternity leave?

- a. Yes b. No c. Cannot say

33. Do you attend to all your family functions?

- a. To a great extent .b. To some extent. c. Not at all.

34. Have you ever felt that your professional duties affect in discharging your family responsibilities?

- a. Yes b. No c. Not always

35. Does your family members help you in house hold chores?

- a. To a great extent. b. To some extent. c. Not at all.

36. Does your present job meet the expectations you had when took it up?

- a. Yes, it meets the expectation I had. b. It exceeds my expectations.
c. It has not met my expectations.

37. Do you wish to continue in your profession?

- a. Yes b. No c. Cannot say

38. Would you like your children to take up this profession in future?

- a. Yes b. No c. Cannot say

39 .What are your suggestions to improve the working conditions and realization of the professional aspirations of women journalists.....

*******Thank You*******

8.2 Interview Schedule (Men Journalists)

- How women journalists are treating compare to other fields of working women?
- How women journalists are treating within the organization, with their male colleagues?
- Is there job guarantee for women journalists?
- Women journalists were given only soft stories both in desk and reporting. Do you agree with this?
- Do you think women journalists are handling all kinds of beats?
- Compared to male journalists, women journalists are getting promotion late. Do you agree this?
- Do you believe working women in your office face problems?
- Have you come across or find any sexual harassment cases in your organization?
- Is there any committee to look into women problems?
- Are there equal opportunities in terms of work and salaries?
- How is the condition of regional press women compare to national press?
- There are more opportunities for women in journalism, especially in electronic media. Do you think so?
- Do you think nowadays lady journalists are giving highly competition to male journalists?

Interview Schedule (Women Journalists)

- What is the total women staff strength (Journalists) in your organization?
- Is there job guarantee for women journalists?
- Compare to male, women journalists are getting promotion late. Do you agree this point?
- Have you ever come across any harassment in your office?
- Do you think women journalists are handling all kinds of beat? If not, what is the reason?
- Women journalists were given only soft stories both in desk and reporting. Do agree with this?
- Do you get appreciation for your work from the management?
- During your career have you got promotion?
- Compare to English press how is the working conditions of women in vernacular press?
- There is more opportunity for women in journalism, especially in electronic media. Do you think so and why?
- Do you believe women journalists are giving competition to male journalists?
- Does your organization have committee to look after your problem?
- Have you ever felt that your professional duties affect in discharging your family responsibilities?
- Have you migrated from other place?
- What is your suggestion to improve the status of women journalists?

8.3 Journalists Interviewed from Different Media Organizations

Men Journalists

- **Badruddien, Senior political reporter- Public Tv**
- **Ranganath Bharadwaj, Editor Etv News 24x7**
- **Arun Kumar H.V, Newsmens Relation, PRO**
- **Prashanth, Senior Sports Reporter, Samaya**
- **Anil Kumar, Senior Political Reporter, Times of India.**
- **Hemanth, Crime Reporter, Bangalore Mirror**
- **Samiulla, News Chief, Udaya TV**
- **Shyam Sunder, One India online News Paper,**
- **Manoj Kumar, News Chief, Praja TV**
- **Vageesh Kumar, Senior Reporter, Vijayavani Daily**
- **Anand P. B, Senior political Reporter, TV9**
- **Mahadev Prakash, Columnist**
- **Rajesh , FIB**
- **Ramakanth Aryan, Senior Anchor, Etv News 24x7**
- **Sharath, Senior Reporter, Etv News 24x7**
- **Robert Sungte, Senior Sub editor, Deccan Herald.**
- **Sunil Kumar, Senior Sports Reporter, Suvarna News**
- **Praveen H.P (Bulletin producer) Public TV**
- **Shankar Pagoji, Senior Reporter, Suvarna News.**
- **Rakesh, Senior reporter, Public TV**
- **Bhagya Prakash, The Hindu**
- **Dr. Nagesh Prabhu, Senior Reporter, The Hindu**
- **Satish, thats Kannada.com**

Women Journalists	
<ul style="list-style-type: none"> ▪ Jayanti (AIR) ▪ Arati (AIR) ▪ Kiranmayi (AIR) ▪ Poornima TC (AIR) ▪ RJ Varsha (Big FM) ▪ RJ Roopa (Big FM) ▪ Deepa Balakrishnan, CNN, Bengaluru News Chief ▪ Ammu Joseph, Freelance Journalist, Coloumnist ▪ Ayesha Kanum, DD National, Reporter. ▪ Radhika Rani (TV9) ▪ VijayaLaxmi Shibarooru(Suvarna news) ▪ Sukanya (TV9) ▪ Dr. Poornmima (Prajavani) ▪ Manjula (Prajavani) ▪ Sridevi Kalasad (Freelancer) ▪ Sridevi (Online) ▪ Vimalaxi Narayan (Kasturi News) ▪ Neela M (Prajavani) ▪ Sudha Hegde (Vijayavani) ▪ Sheela C Shetty (Vijaya Karnataka) ▪ Priya Kervashe (Udayavani) ▪ Srilaxmi Rajkumar (Janasri News) 	<ul style="list-style-type: none"> ▪ Bhavya Bolar (Deccan Herald) ▪ Radha Hiregoudar (Public TV) ▪ Bhavya, (TV9) ▪ Punyavati (Vijaya Karnataka) ▪ Bhagya Chikkanna (Vijayavani) ▪ Rajini Sudarshan (Janasri) ▪ Shweta (Suvarna News)) ▪ Jyoti Irvattur (Praja TV) ▪ RJ Shruti ▪ Manjula (Prajavani) ▪ Yashada D (Kannada Prabha, Freelancer) ▪ Susheela Subhramaniah (Editor of ▪ Raksha (Public TV) ▪ Suguna (Suvarna News) ▪ Bhavana (Suvarna News) ▪ Chetana Harish (Kasturi News) ▪ Chaitra Bhat (Etv News) ▪ Sunita (Times of India) ▪ Vasanti (vivdh Bharati) ▪ Sumangala Hegde, (Online) ▪ Bharati Bhat (mystory.com) ▪ Roopa Anand (Online)

8.4 Bibliography

- Abraham, Amrita (1988), *Asian Women Journalists Take Stock*, Economic and Political Weekly, Vol.23, No.32, pp.16-17.
- Abraham, Nargis (1990), *Sexuality and the Media*, Vidura, Journal of Press Institute of India, New Delhi, Vol.27, No.3, p. 29.
- Agarwal, H. (1995) *Society, Culture and Mass Communication: Sociology of Journalism*, Jaipur, Rawat Publications.
- Ahmer, T. (2004), *Gender and Media in South Asia*, A Workshop held in Kathmandu on June 26-27, www.southasianmedia.net.
- Ahuja B.N, (1992) *Audio-Visual Journalism*, Surjeet Publication, New Delhi.
- Akhileshwari, R. (1990), *Should Women Opt for Journalism*, Vidura , Journal of Press Institute of India, New Delhi, Vol. 27. No.1, pp. 18-19.
- Akhileshwari, R. (1998), *Portrayal of Women in Indian Media*, Vidura, Journal of Press Institute of India, New Delhi, Vol.12, No.6, p. 31.
- Akhileshwari , R. (1988), *Male Chauvinist Media*, Vidura, Journal of Press Institute of India, New Delhi, Vol.25, No.1, pp. 25-26
- Akhileshwari, R. (2000), *Women Journalists: Still Waiting in Wings*, Vidura , Journal of Press Institute of India, New Delhi. Vol.37, No.1, pp. 27-28.
- Aklileshwari, R. (2012), *Women Journalists in India, Swimming Against the Tide*, Pragnn Publisher, retrieved www.amazon.in, on 2. 2.2015, pp.20-22.
- Balasubramanya, A. S. (2005), *Journalists in India: A Study of their Background, Attitudes and Professional Problems*, Karnataka University Journal of Communication, Dharwar, pp. 42-52.
- Bamezai, G. (1980), *200 Years of Indian Press*, Vidura, Journal of Press Institute of India, New Delhi, Vol.17, No.2, pp. 207-208.

- Basu, R.N (2005) *Handbook of Journalism*, Pointer Publishers, Jaipur, pp. 51-53.
- Bashiruddin, S. (1986). *Mass media and socio-political development: an Indian example, Kerala*. Minneapolis, Minn.: University of Minnesota, pp. 12-15.
- Bathla, S. (1998), *Women Democracy and the Media*, Sage Publication, New Delhi.
- Beam, R.A. (2006), *Organizational Goals and Priorities and the Job Satisfaction of U.S Journalists*, *Journalism and Mass Communication Quarterly*, 83 (1), pp. 169-185.
- Berkowitz, D. (1993, winter), *Work Roles and News Selection in Local TV: Examining the Business – Journalistic Dialectic*, *Journal of Broadcasting and Electronic Media*, pp. 37.
- Bharadwaj, D. (2014), *Status of Working Women Journalists in India: A Study of Delhi NCR*, retrieved from www.shodhagangainflibnet.ac.in, on 14.1.2015.
- Bhattacharjee, Shymali (2005) *Media and Mass Communication- An Introduction*, Kanishka Publication, New Delhi, 50.
- Bhatnagar, Vinod (1996) *Development Dynamics of Press and Journalism*, Printwell Publishers, Jaipur, p.28.
- Bhavani, Durga,V., Vijayalaxmi P. (2005), *Status of Working Women Journalists: A Study in Andhra Pradesh*, *Karnataka University Journal of Communication*, pp. 19-41.
- Bhutalia, Urvashi (1980), *Women and Media*, Vidura, *Journal of Press Institute of India*, New Delhi, Vol.17, No.2, pp.183-184.
- Bohere, G. (1996), *The Changing Face of Journalism and Journalists*, Vidura, *Journal of Press Institute of India*, New Delhi, Vol-36, No.8, pp. 53-56.
- Burt, Elizabeth V. (1996), *The Wisconsin Press and Woman Suffrage, 1991-1919: An Analysis of Factors Affecting Coverage by Ten Diverse Newspapers*, *Journalism and Mass Communication Quarterly*, Vol.73, No.3, pp. 620-624.

- Bruin, De M. (1994), *Women and Caribbean Media*, Journal of CAEJAC, Vol.7, Canada, pp. 10-20.
- Byerly, Carolyn M. (2011), *The Global Report on the Status of Women in the News Media*, Center for International Media Assistance, retrieved from www.iwmf.org, on 04/03/2014, pp.110-113.
- Camargo, Nelly D. (1989), *Women in Media Management and Decision-Making: A Study of Radio in Ecuador* Published Book- Women and Media Decision- Making the Invisible Barriers, Sterling Publishers, New Delhi.
- Consulate General of the United States Report (2012), *Leading Women Journalists Share Insights and Challenges*, retrieved from www.chennai.usconsulate.gov on 20.12.2014.
- Chambers, D. and Steiner L. Fleming, C. (2004), *Women and Journalism*, Routledge Publication, London.
- Chakravarty, Jaya (2002), *Women in Journalism*, Volume-1, Journalism: Concept, Approaches and Global Impact, Sarup & Sons, New Delhi, p.1.
- Chakravarthi, P. (1980), *Journalists Movements and NUJ* , Vidura, Journal of PII, New Delhi, Vol-17, No.2, pp.30.
- Chatterjee, Mrinal (2006), *Women in Journalism in Odisha*, retrieved from www.medialearning.in on 24.10.2013
- Chinenye, Nwabueze (2012), *Fact or Farce? Female Journalists' Perceptions of Gender Relations and Under-representation in the Nigerian Media*, Journalism and Mass Communication Quarterly, Vol.4, No.2, pp, 134-139.
- Cotter, Colleen (2011), *Women's Place at the Fourth Estate: Constraints on Voice, Text and Topic*, Journal of Pragmatics, Vol.43, Issue.10, Elsevier, Queen Mary, University of London, UK, pp.2519-2533, retrieved from www.sciencedirect.com on 18.3.2015.
- Creedon, Pamala J. (1989), *Women in Mass Communication: Challenging Gender Values*, Sage Publication, London.
- Daswani, T.C. (1984) *Women in Media and Attitudes*, Vidura, Journal of Press Institute of India, New Delhi, Vol.21, No.1.

- Desai, Amit (2003) *Journalism and Mass Communication*, Reference Press, New Delhi, pp.1-3, 21 -23.
- Doyle, M. (1994), *The Great Divide: Treatment of Women Journalists in North America and in the Developing World*, Journal of CAEJAC, Vol.7, No.3, Canada, pp.66-67.
- Durkop, C. (2014), *Editor Warns about Sexual Assault in India*, The Hindu, Business Line Report, retrieved from www.freemedia.at on 2.2.2015.
- Eapen, K.E. (1967), *Daily Newspapers in India: Their Status and Problems*, Journalism Quarterly, pp.520-532.
- Eapen, K.E. (1968), *Journalism as a Profession in India - A Study of Two States and Two Cities*, University of Wisconsin, Madison.
- Eapen, K.E and Thakur, B.S (1989), *Journalism/Communication Alumni: Their Assessment of Professional Education*, UGC Sponsored Study, New Delhi.
- Franks, Suzanne (2014), *Women and Journalism*, Journal of Gender and Development, New York, Vol.22, No.2, pp. 3-9.
- Gallagher, M. (1981), *Unequal Opportunities- A Case Study of Women and Media*, Sage Publication, New York, USA.
- Gertrude Robinson J. (2005), *Gender, Journalism and Equity: Canadian, U.S. and European Perspective*, Cresskill N.J, Hampton Press, pp. 241 -280.
- Gallagher, Margaret (2001), *Gender Setting: New Agendas for Media Monitoring and Advocacy*, Zed Books and WACC, London.
- Ghasemi, Asemeh (2015), *Iranian Women Working in Broadcast Media: Between Motherhood and Professionals*, Journal of Women Studies International Forum, available on (Feb-2015), Elsevier, retrieved from www.sciencedirect.com on 30.3. 2015.
- Gitlen, T. (1983), *Inside Prime Time*, New York: Pantheon Publications.

- Giulia Pozzi (2012), *Women and Mass Media*, retrieved from www.amazon.com on 12.2.2015.
- Godara, Indraj (2012), *Women in Media*, Aadi Publications, Jaipur, pp.40-42.
- Golam, Rahman M. and Sultana, A. (1994), *Women in Journalism and Communication Education in Bangladesh-Prospect and Priorities*, Journal of CAEJAC, Vol-7, pp. 35-38, Canada.
- Greenslade, Roy (2014), *Men still dominates National Newspaper*, London, retrieved from www.theguardian.com on 4.3.2014.
- Hamdan, M.A. (1987), *Women and Media in Malaysia*, *Media Asia*, Vol-14, No.4, Singapore.
- Hardin, M. and Shain, S. (2005), *Strength in Numbers? The Experiences and Attitudes of Women in Sports Media Careers*, Journalism and Mass Communication Quarterly, Vol.82, No.4, pp. 804-808.
- Harp, Dustin, Bachmann, I and Loke, J. (2014), *Where are the Women? The Presence of Female Columnists in U.S Opinion Pages*, Journalism and Mass Communication Quarterly, Vol.91, No.2, pp. 289-307.
- Hasan, Syed M. (1980), *South Indian Language Press: "Sky is the limit"*, Vidura, Journal of Press Institute of India, New Delhi, Vol.17, No.1, pp. 87-88.
- Hohenberg. J (1978) *The Professional Journalists*, University of Columbia, Emeritus, Oxford & IBH Publishing Co. Pvt. Ltd, New Delhi, p.13.
- Hosley, David H. and Yamada, Gayle K. (1987), *Hard News: Women in Broadcast Journalism (Contributions in Women's Studies) Hardcover* – November 3, 1987, retrieved from <http://www.amazon.com> on 30.3. 2015.
- Irvin, Mariah (2013), *Women in TV Broadcast News: Reporters and Sources in Hard News Stories*, The Elon Journal of Undergraduate Research in Communications, Vol. 4, No. 1 retrieved from www.studentpulse.com on 24.12.2014.

- Irukwu, Enoch (1989), *Women in Nigerian Broadcasting: A Study of their Access to Decision-Making Positions* Published Book- Women and Media Decision- Making the Invisible Barriers, Sterling Publishers, New Delhi.
- IWJ Report (2010), *What Challenges Face Female Journalists in Your Region?* Updated on 30.11.2010, retrieved from www.iwjn.org on 24.12.2011.
- Jeffrey, R. (2000), *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press, 1977-1999*, New Delhi, Sage Publication.
- Jena, Lisa, M.(2006) *Women in World Journalism*, Jaipur, pp. 3-8, retrieved from www.shodangainflibnet on 20. 10. 2014.
- Jogalekar, K.G (1992) *Role of Press in Developing Society- Mass Media in India*, Research and Defense Division Ministry of Information and Broadcasting , New delhi.
- Joseph, Ammu (2014), *Who Will Cast the First Vote for Equality?* retrieved from <http://www.unesco.org>, on 15.03.2015.
- Joseph, Ammu and Sharma, Kalpana (2006) *Whose News? The Media and Women Issues*, Sage Publications, New Delhi.
- Joseph, Ammu (2002), *Women in Journalism – Making News*, Sage Publication, New Delhi.
- Joseph, Ammu (2002), *Gentle Women of the Press*, Vidura, Journal of Press Institute of India, New Delhi, Vol -37, No.1, pp. 18-21.
- Joseph, Ammu (2002), *Working, Watching and Waiting: Women Issues of Access, Employment and Decision-Making in the Media in India*, retrieved from www.un.org, on 14.4.2012.
- Joshi, S.R. (1989), *Invisible Barriers: Women at Senior Levels in Indian Television*, Published Book- Women and Media Decision- Making the Invisible Barriers, Sterling Publishers, New Delhi.

- Joshi, U. Pahad and Manihar, A. (2006), *Images of Women in Print Media - A Research Inquiry*, Indian Media Studies Journal, New Delhi, Vol.1, No.1, pp. 42-43.
- Kadam, Ravi N. (2012), *Empowerment of Women in India-An attempt to Fill the Gender Gap*, International Journal of Science and Research Publications, Vol.2, No.6 (www.ijsrp.org).
- Kaila, H.L (2005) *Women, Work and Family*, Rawat Publication, Jaipur, New Delhi.
- Kapoor, Rajat. (2011) *Women and Media*, Murulilal&Sons, New Delhi.
- Karen, Ross. (1994), *Access of Asian Women to Communication Education and Work in Journalism and Communication*, Journal of Cejac, Vol.7, pp.77-100, Canada.
- Kataria, P. (2007) *Women and Media – Changing Roles, struggle and Impact*, Regal Publications, New Delhi.
- Kiai, W. (1994), *Women in Journalism Education: An Overview of the Kenyan Situation*, Journal of CAEJAC, Canada, Vol.7, pp. 27-29.
- Kimberly Miloch, Paul Pedersen, Michael Smucker and Warren Whisenant (2005), *The Current State of Women Print Journalists: An Analysis of the Status and Careers of Females in Newspapers Sports Departments*, My Ideas, USA, pp. 219-232, retrieved from <http://www.springerlink.com> on 18.12.2014
- Khemchand, Robin (2001) *Training for Journalism* , Dominant Publishers, New Delhi, 63-77.
- Kumar, K. J. (1995) *Mass communication in India*, Jaico Publication, New Delhi, pp. 43-45.
- Kumar, A. (1988) *Encyclopaedia of Mass Media and Communication*, Vol.4, Anmol Publication, New Delhi, pp. 150-152.
- Kumar, A (1991) *Women Participation in the Gross Rout Level*. Anmol publication, New Delhi.
- Kumar, Krishna D.B. (2007), *Gender Sensitization through Media Interventions*, Indian Journal of Media Studies, New Delhi, Vol.2, No.1, pp. 22-23.

- Krishnan, Vijaya (1998), *The Portrayal of Women and Minorities in the Canadian Mass Media*, Peace Research, Vol.30, No.3, pp. 65-76.
- Lee, M. (2004), *UNESCO's Conceptualization of Women and Telecommunications 1970-2000*, *Gazette*, International Journal of Communication Studies, Vol.66, pp. 533-522.
- Lee Becker, Vernon A. Stone and Joseph Graf. D. (1996), *Journalism Labor Force Supply and Demand: Is Over Supply an Explanation for Low Wages?* Journalism and Mass Communication Quarterly, Vol. 73, No.3, pp. 519-521.
- Lumsden, L. (1995), *You're a Tough Guy, Mary – And a First Rate Newspaper – man: Gender and Women Journalists in the 1920s and 1930s*, Journalism and Mass Communication Quarterly, Vol. 72, No .4, pp. 913-921.
- Mahajani, Neeta. (1989) *The problems faced by women journalists in India*, Asian Mass Communication Research and Information Centre, 8-17 Feb, Singapore.
- Mahmud, Kaswar (2010), *Bangladesh: Creating the First Women's Broadcast News Agency*, *Bangladesh Centre for Development*, Journalism and Communication, retrieved from <http://www.icfj.org> on 30.3.2015.
- Marlane, Judith (2012), *Women in Television News Revisited: Into the Twenty-first Century Paperback – 1999*, retrieved from <http://www.amazon.com>, on 18.3.2015.
- Marrison, Sara (2014), *Media is 'Facing Women'- Sports Journalism Particularly So*, retrieved from www.poynter.org on 12.3.2014.
- Martinson, Jane L. (2012), *Seen but not Heard: How Women make Front Page News*, retrieved from <http://womeninjournalism.co.uk> on 8.3.2013, p.12.
- Mensah, Opoku (2004), *Hanging in Where? : Women, Gender and Newsroom Cultures in Africa*, International Journal of Gazette, Vol.60, No.3, pp. 130-139.
- Miller, P. and Miller, R. (1995), *The Invisible Women: Female Sports Journalists in the Workplace*, Journalism and Mass Communication Quarterly, Vol.72, No.4, pp. 883-889.
- Miloch, Kimberley, S, Pedersen. Paul M and Michel, Smukcker (2005) *The Current Status of Women Print Journalists: An Analysis of the Status and Carees of Females in*

Newspapers Sports Department, Vol. 5, Issue.3, pp 219-232, retrieved from www.springerlink.com on 14.2, 2013.

- Monograph (UGC-SAP) (2012) *Status of Women Journalists in Electronic Media- A Study in Northern Part of India*, Department of Communication and Journalism, Sri Padmavati University, Andhra Pradesh, retrieved from www.krishnauniversity.ac.in, on 24.4.2015.
- Moslem, S. (1981), *Women and the Media in Bangladesh: A Case Study*, Vidura, Journal of Press Institute of India, Vo.26, No.4, pp. 148-150.
- Murthy, N.K. (1968), *Indian Journalism*, University of Mysore, Prasanga Publication, Mysore.
- Murthy, D.V.R and Anitha G. (2009), *Working Media Women*, Kanishka Publishers, New Delhi.
- Network Women in Media (2002), *Women in Media*, Economic and Political Weekly, Vol.37, No.8, p.804, retrieved from www.jstor.org on 03/07/2014.
- Naik, Manjushree. (2015) *The Status of women Journalists in Karnataka Press*, The journal of Media and Social Development, Vol.3.Issue.3 (July-Sep), University of Mysore.
- Orlale, Rosemary O. (2006), *Looking Back and Ahead: The Media and the Struggle for Gender Equality after the Nairobi UN Women's Conference*, Agenda 69, pp.48-52.
- Pant, N.C and Kumar. J (1995) *Dimensions of Modern Journalism*, Kanishka Publication, New Delhi, 30-35.
- Paul. A, Sharma, A. (2013), *Women Eminence in India*, International Journal of Research in Economics & Social Sciences (IJRESS), Vol.3, No.1, retrieved from www.euroasiapub.org on 10.12, 2014.
- Pierre D. M. (2007), *The Gender of Journalism: The Structure and Logic of the Field in the Twentieth Century*, Nordicom Review, Jubilee Issue, pp. 81-104, London.
- Prasad.K (2005) *Women and Media Challenging Feminist Discourse*. The Women Press

Publication.

- Press Institute of India (2014) *A Study on the Status of Women Journalists*, Information and Broadcasting, Publication Division, Government of India, New Delhi.
- Press Institute of India Report (2004) *National Commission for Women*, New Delhi.
- Pritchard, D. (1993), *The Impact of Newspaper Ombudsmen on Journalists Attitudes*, Journalism and Mass Communication Quarterly, Vol.70, No.1, pp. 77-81.
- Pugh, Robin Y. and Craig, Dearfield T.(2012), *The Status of Women in the US Media-2012*, Women Media Center.com, retrieved from www.wmc3cdn.net, on 20.2. 2015.
- Rai, Usha (2003), *Women - Making and Breaking News*, Vidura, Journal of Press Institute of India, Vol. 40, No.1, pp. 317-319.
- Ramadevamma, M. (2005), *Media and Women*, Anmol Publication, New Delhi.
- Rao, Nagamani, S (2012) *Stree Patha*, Nava Karnataka Publication, Bangalore, pp.51-63.
- Rai, Usha (2003) *Women- Making and Breaking News*, Vidura, Journal of Press Institute of India, New Delhi, Vol.40, No.1, pp 17-19.
- Ravindrran, R.K (2002) *Handbook of Mass Media*, Anmol Publication, New Delhi, P.1.
- Ratnamala (1990), *Women Journalists in Daily Reporting*, Vidura, Journal of Press Institute of India, New Delhi, Vol.27, No.1, pp. 22-23.
- Ratra, A (2006) *Working and no Working Women*, P.176. Anmol publication.
- Rehman, Atika (2013), *Women in journalism: Harassed at work* , *The Express Tribune*, retrieved from www.tribune.com.pk on 20.2.2015.
- Reinardy, S (2009) *The Routledge Companion to Media and Gender: Female Journalists more likely to leave Newspapers*, Rutledge, New York.

- Ruby, Jenny (2007), *Women in Media*, Off Our Backs, Vol.37, No.1, pp.14-16, retrieved from <http://www.studymode.com> on 3.7.2014.
- Rush, Ramona R., and Sarika K. (2005), *A Global Hypothesis for Women in Journalism and Mass Communication*, Gazette, International Journal for Communication Studies, Vol.67, pp. 239 - 353.
- Saxena, Gopal, (1996) *TV in India: Changes and Challenges*, Vikas Publication, New Delhi, pp.58-59.
- Sakr, Naomi (2008), *Women and Media in Saudi Arabia: Changes and Contradictions*, British Journal of Middle Eastern Studies, Vol.35, No 3, pp. 385-404.
- Schmidt, Hans C.(2013), *Women, Sport and Journalism : Examining the Limited Role of Women in Student Newspaper Sports Reporting*, Journal of Communication and Sport, Vol.1, No.3, USA, pp.246-268.
- Schramm, Wilbur (1964) *Mass Media and National Developing countries*, Stanford, California, Standard University Press.
- Schoch, Lucie (2013), *Feminine Writing: The Effect of Gender on the Work of Women Sports Journalists in the Swiss Daily Press*, Journal of Media Culture and Society, Vol.35, No.6, pp. 708-723, University of Switzerland.
- Schult, Lucia (1995), *Conference Coverage: Women and the Media*, Vol.25, No.6, Off our Backs Publication, pp.1-23.
- Smith, D. and Harwood, K. (1996), *Women in Broadcasting*, Journal of Broadcasting, Vol. 10, No.4, pp. 339-355.
- Shabir, G and Aqdus, N (2009) *Women Journalists in Pakistan*, Pakistan Journal of Social Sciences (PJSS), Vol. 29, No.2. pp. 365-376, retrieved from www.bzaedu.pk on 20.10.2013.
- Sharma,Vichitra (1999), *Journalists Killings*, Vidura, Journal of PII, New Delhi, Vol.36, No.1, p.9.

- Sharma, R. K. (1990) *Journalism as a Profession in India: A Sociological Perspective*, Bombay: Media Promoters and Publishers Pvt. Ltd.
- Shukla, A. and Mishra, K. (2013), *The Prejudice of Portrayal: A Study of Femicide Reporting in Select Indian Newspapers*, Asian Man, Vol.7, No.2, pp.16-22, Lucknow.
- Sreberny, Annabelle (2014), *Violence against women journalists, (UNESCO-2014), Media and Gender: A Scholarly Agenda for the Global Alliance*, retrieved from www.unesco.org on 20.3.2015, pp.30-35.
- Steeves, Leslie. H (2011) *The images of women in African Media*, Journal of African Communication Research, Vol.1, No.3, Tanzania, retrived from www.ccms.ukzn.ac.za on 24.2.2014.
- Tomar, Ranu (2011), *Gender and Media: Status of Women Journalist in Hindi Print Media in India*, retrieved from www.academia.edu on 24.11.2013.
- Tomizawa, Yasuko (2014), *What are the Qualifications and Selection Criteria for Women to be Appointed to Society Journal editorial Boards?* General Thoracic and Cardiovascular Surgery, Vol.62, No.2, p.58, Japan.
- UNESCO (2014), *Sis Newslog - A New Study by UNESCO, UN Women and IFJ: "Improving Gender Equality in Asia-Pacific Media"*, retrieved from <http://www.unescobkk.org> on 30.3.2015.
- Vani C. (1990), *Women Journalists at Work: An Uphill Task*, Vidura, Journal of PII, New Delhi, Vol.27, No.1, pp. 21-22.
- Vijayalaxmi P. (1990), *Silent no More*, Vidura, Journal of Press Institute of India, New Delhi, Vol.27, No.3, pp.27-28.
- Vochocova, L (2008) *Women in News Rooms: Idle hopes for the Conquest of the Masculine Fortress, Media Studies*, Charles University, Prague, retrieved from wiredspace.wits.ac.za on 24.3.2014.
- Weaver D.H (1981) *The global Journalists*, Newspaper around the world.London.

- WMC Report (2014), *Gender Bias in Major U.S. Broadcast, Print, Online, & Wire Outlets*, retrieved from womensmediacenter.com on 30.3.2015.
- Women Media Center (2014) *The Status of Women in the U. S Media-2014*, Washington DC, retrieved from www.wmc.3cdn.net on 28.2.2015.
- WOMAG (1987), *Women in the Media*, Vol.1, No.4, Bombay
- Yashoda, D and Adiga, Jayaram (2013) *Women Journalists of Bengaluru-Profile*, Bharateeya vidya Bhavan, Press Club of Bengaluru.

Websites:

- <http://www.cic.org>, retrived on 4.2.2015.
- <http://www.mediaandwomen.com>, retrived on 14. 8.2014.
- <http://www.track.in>, retrived on 8.10. 2015.
- <http://communityradio.in> retrived on 8.10. 2014.
- <http://www.indiatelevision.com>, retrived on 2.2.2013.
- <http://www.onlinejournalism.com>, retrived on 4.3.2015.
- <http://www.scroll.in> retrived 14. 8.2014.
- <http://icmrindia.org>, retrived on 10.4.2012.
- <http://www.pressinstituteofindia.com>, retrived on 10.1.2013.
- <http://www.sarcajc.com>, retrived on 12.2.2015
- <http://wearethebest.wordpress.com>, retrived on 12. 2.2012.
- <http://www.telecomtalk.info>, retrived on 10.5.2014.
- <http://www.pib.nic.in>, retrived on 4.5.2016.