

Status of Broadcasting Industry, and Journalists perceptions on job related Aspects

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ABSTRACT

The globalisation facilitated broadcast industry to widen its scope and horizon. we have more than thousand Television channels in India .The main intention of this study is to find out the broadcast journalists salary structure, freedom and job gratification inspite of closing down of many channels and what are their perception on job related aspects. Most of the respondents happy to be journalists and satisfied with the extent of freedom, job stability and relationship with sources. Helping the people & chance to influence public affairs are the important aspects of their job.

1. Introduction

As per the latest data on Indian Media and Entertainment, has reported INR 1.5 trillion (USD22.7 billion) in 2017. There is 100% FDI (Foreign Direct Investment) in advertising, TV broadcasting (except news) and cable networks; investment in DTH by broadcasters continues to be limit at 20% (FICCI 2018).

The number of satellite TV channels were 877, of which 389 were news channels and 488 were non-news channels. Amonge these 300 channels were pay channels, and 577 were free to air channels. There were 1,469 registered MSOs (Multi Service Operators), six DTH (Direct to home) operators, two IPTV (Internet Protocol TV) operators, one HITS (Headened in the sky) operator and Doordarshan's Free Dish free satellite service operating in India. There were approximately 60,000 local cable operators. Around 86% of Indian households still have CRT (Cathode ray tube) Television sets. News Channels telecast around, from 10-15 stories a day to 90 to 100 stories per day. There was sudden increase of studio-based content which shows anchors and guests in conversation and debate. This happened due to a demishing advertsing revenue and focussed on aggregating news from non-competing channels, other media, digital, etc. (india Television .com).

DD (Doordarshan) Free Dish, the state-run DTH provider, is emerged as the largest TV distribution company in the country with over 24 million estimated subscribers. Currently with over 80 channels, DD Free Dish plans to enhance its boutique of 256 channels by 2020. (FICCI-EY report 2017).

A number of media houses have been arbitrarily closing down editions/News channels but there was little coverage in the media about it. The Working Journalists Act of 1955 laid down service conditions for print journalists.

In 1993, a media contract system was introduced (Desai, 2017), which reduced journalists' bargaining power. Unfortunately, wage boards guideline/recommendations will not apply to the electronic media (ABP Pvt.Ltd.& Anr.Vs Union of India & Ors., case, 2011).

2. Theoretical frame work

For this study, structural functionalism approach advocated by Comte, Herbert Spencer, and Durkheim was found to be the most suitable theory to support the research and its finding. Structural functionalism look into the positive and negative functions of social structures. According to structural functionalists, individuals have, more or less little to no control over the ways in which particular structures work. Structural functionalists speaks about individuals who occupaies social positions. High-ranking positions proffer good rewards. This theory aptly applies to current situation because journalists work according to the structure of organization as well as social structure. In the light of structural functionalism theory research found that those journalists were not freely working, there media organization impose certain restriction on them. From selection of stories to their dissemination, the media organisation has full control on them and even demand their workers to get advertisement from business enterprises and they were also asked to don't impair the interest of advertiser, so it understood that journalist work within organizational structure and sometime attained satisfaction about their position and sometime feel bound to follow organizational instructions. Apart from organizational structural journalist also face social structure of their respective society. Sometime there professional ethic allowed him to report on certain issue but he was bound in his social affiliation (Lqbal YW, 2013).

3. Review of Literature

A sociological study on journalists found that most of the journalists satisfied with their job. Around 60 percent of journalists will continue in journalism. (Sathi Reddy, 2005).

It was observed that inspite of downsized ,US journalists were loyal to public service journalism, and eager to learn new skills (Brownlee and Beam, 2007). A study on Israeli journalists revealed that journalists were facing problematic working conditions (Tsfati and Meyers, 2008).

The most of the United Arab Emirates media practitioners were found to be obtaining a high level of job satisfaction (Kirat, 2008).

The Danish journalists have a greater autonomy in print media than journalists at other types of news media. Danish journalists were constantly under pressure from competition, editorial policy and audience figure affecting journalists work. This study pointed out that the pressure of advertisers, owners or stakeholders were limited, while immediate pressures were from competition, audience figures, editorial policy, and budget cuts, which exert more impact on the journalists' work and their professional autonomy (Skovsgaard et al., 2009).

The Korean journalists expressed that creativity aspect in their job was the most stressful factor while salary remains the most important aspect (Son et al. 2009). Tamam et al. (2010) studied job satisfaction, job related aspects and found that job safety and compensation were important aspects of the Malaysian journalists. The Malaysian journalists give greater importance to job safety and pay. The low salary make them job dissatisfaction.

The Slovenian journalists expressed that job autonomy as the most important aspect their job. Four out of five journalists were either satisfied or very satisfied with their job (Lah et al. 2009). The Spanish journalist expressed that job insecurity was a deep seated problem for them and the reason for poor working conditions in their profession. Journalists with following proportion expressed the reasons for poor working conditions in their profession: corporate cost-cutting (95.7%), job devaluation (92%), excess labor supply (89%), organizational structure (84.8%), lack of experience and training (79%), and necessary sacrifices to develop professional careers (76.7%). The television journalists were satisfied with their salaries (Farias, 2009).

4. Research methodology

A total of 202 respondents formed the sample of the study. A structured questionnaire was designed to collect information and a non-probability survey method was employed in recruiting the respondents of the study from 16 TV news channels mostly located in Jubilee hills and Banjara hills of Hyderabad city, Telangana, India. In this study cameramen not included. A liker scale was used to record respondents response.

5. Findings and Interpretations

Table 1: Details on the monthly income of respondents

Income Range (Rs.)	n=202	Percent
Below 10000	8	4.0
10001-20000	57	28.21
20001-30000	89	44.05
30001-40000	26	12.87
40001-50000	16	7.92
> 50001	6	2.97

Most of the respondents (44%) were getting monthly salary in the range of 20,001-30000. Only more or less three

percent of respondents able to draw monthly salary more than Rs.50000 (Table1). The better salary always brings good position in the newsroom, will have more freedom, happiness and job satisfaction.

Table 2: Details on the Secondary job status of respondents

Details	(n=202)	Percent
Secondary job	6	3.0
No Secondary Job	196	97.0

The data reveals shows that most of the respondents have no secondary job and only three percent of respondents engaged in secondary job. This suggests that majority of them were preoccupied with primary job, had no time to spare for a second job or lack of energy or opportunity to be involved in the secondary job.

It was observed that Broadcast journalists are less likely to hold secondary jobs. TV and radio stations job is a team job and insist exclusive commitments from journalists. Another reason is that print journalists typically work alone, broadcast journalists collectively produce programs (Pasti et al. 2008).

Table 3: Details on the role of Organisation in protecting respondents

Organisation protection	(n=202)	Percent
Protection	135	66.8
No Protection	67	33.2

Around 66 percent of respondents expressed that their organization safeguard them.

Table 4: Details on the Professional Happiness to be Journalist

Details	(n=202)	Percent
Very happy	99	49.0
Somewhat happy	65	32.2
Somewhat unhappy	17	8.4
Very unhappy	3	1.5
No opinion	18	8.9

Nearly fifty percent of respondents very happy. Only 1.5 percent of respondents expressed very unhappiness (Table 4).

Table 5: Details on Professional Satisfaction of respondents

Details	(n=202)	Percent
Very satisfied	89	44.1
Somewhat satisfied	89	44.1
Some what unsatisfied	10	5.0
Very unsatisfied	4	2.0
No opinion	10	5.0

Equal percent of respondents informed that they were very satisfied or somewhat satisfied with their profession whereas two percent were very unsatisfied and five percent of them reserved their opinion (Table 5). Most of the Korean Journalists reported reasonable autonomy in selecting stories (Son et al. 2009). The external factors like recognition and

identification in a society gives the journalists the satisfaction to continue in the profession and happiness to work effectively.

No freedom at all	5	2.5
No opinion	11	5.4

Table 6: Professional Freedom of the respondents

Details	(n=202)	Percent
Total freedom	61	30.2
Some freedom	90	44.6
Little freedom	35	17.3

A Quarter of respondents expressed that they have some freedom, whereas thirty percent of them reported total freedom at their organization and only two percent felt 'no freedom at all (Table 6).

Table 7: Perceptions of TV Journalists on the Job related issues (n=202)

Details	Very Satisfied (%)	Satisfied (%)	Dissatisfied (%)	Strongly Dissatisfied(%)	No Opinion (%)
Peer relationships	87(43.1%)	89(44.1%)	11(5.4%)	4(2.0%)	11(5.4%)
Relationship with sources	49(24.3%)	132(65.3%)	7(3.5%)	-	14(6.9%)
Use of talents & creativity	61(30.2%)	114(56.4%)	20(9.9%)	1(.5%)	6(3.0%)
Attitude toward job	60(29.7%)	123(60.9%)	13(6.4%)	-	6(3.0%)
Stability in the job	32(15.8%)	113(55.9%)	37(18.6%)	16(7.9%)	4(2.0%)
Extent of freedom	35(17.3%)	129(63.9%)	21(10.4%)	4(2.0%)	13(6.4%)

The most of respondents revealed that they were satisfied in their job related issues such as peer relationships, relationship with sources, use of talent and creativity, attitude towards job, stability and the extent of freedom (Table 7). In an earlier study also it was observed that journalists were satisfied

with the job aspects such as job stability (83.8%), use of talents and creativity (75.1%), the extent of freedom (76.2%), peer relationships (80%), and relationships with sources (63.1%) (Kirat, 2000).

Table 8: Opinions of the respondents on job aspects (n=202)

Details	Very important	Fairly important	Not too important
The amount of autonomy	172 (85.1%)	28(13.9%)	2(1.%)
The chance to develop professional skills	163(80.7%)	36(17.8%)	3(1.5%)
The pay	142(70.3%)	56(27.7%)	4(2.0%)
The chance to help people	129(63.9%)	65(32.2%)	8(4.0%)
Job security	147(72.8%)	52(25.7%)	3(1.5%)
The editorial policies of the organization	96(47.5%)	102(50.5%)	4(2.0%)
The chance to influence public affairs	87(43.1%)	94(46.5%)	21(10.4%)
Fringe benefits	79(39.1%)	111(55.0%)	12(5.9%)
The chance to get ahead in the organization	95(47.0%)	94(46.5%)	13(6.4%)
Celebrity status	26(12.9%)	115(56.9%)	61(30.2%)

The most of respondents in the present study reported that the following job aspects such as the amount of autonomy, the chance to develop professional skills, pay, the chance to help people, job security were very important job aspects whereas the editorial policies of organizations, chance to influence public affairs, fringe benefits and celebrity status were reported as fairly important. Earlier studies on Korean and Indian journalists revealed that job security was most important, followed by job autonomy, developing a specialty and salary (Young Son et.al 2009 and Neeraj, 2013).

6. Conclusions

The majority of the journalists were satisfied with their profession and anticipating better salaries and good working conditions. The most of respondents revealed that they were satisfied in their job related issues such as peer relationships, relationship with sources, use of talent and creativity, attitude towards job, stability and the extent of freedom. The chance help the people and capable to influence public affair were considered as important aspect of their job. It is unfortunate that the wage board did not apply to the broadcast journalists. If broadcast journalists brought under the wage board act will give a sort of relief and better prospects for them. News broadcasting is a team work job, may not have sufficient time to involve in secondary.

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