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## PROFILE OF WOMEN EMPLOYEES IN PRINT AND ELECTRONIC MEDIA

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**Abstract:** Media is considered to have a direct and central role in modernizing the masses. It is widely believed that media is endowed with power to transit information to the masses. Women play an important role in the development of the society and nation. More importantly, a woman in print and electronic media is expected to show more sensitivity to issues relating to women and to more meaningful insights and perspectives. For the present study, sixty women working in different print and electronic media were selected from Thiruvananthapuram district of Kerala. Data pertaining to their socio-economic status, dietary pattern and health status, occupational status and job satisfaction was gathered. A job satisfaction index was formulated and the analysis showed that majority were having medium level of job satisfaction. Night shifts of the job had affected the family balance of one fourth of the women. Income was a significant factor in the level of job satisfaction. In short , it was found that although the proportion of women in media was low, there was a considerable level of job satisfaction and a better social, health and dietary status among them. They were able to perform well as well as manage home. Age, income and place of stay was found to be significant with the level of job satisfaction among the women. In the present scenario, flooded with atrocities against women and gender disparities, it is highly essential to empower and enlighten more women to come forward and work in mass media, that they can better represent and work for the betterment of women. This will have a positive impact on the society, thereby uplifting the status of women as a whole.

**Keywords:** Diet, health, job satisfaction, media.

**Introduction :**The status of women in India has been subject to many great changes over the past few millennia. 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. In modern India, women have held high offices in India including that of the President, Prime Minister, Speaker of the LokSabhha and leader of the Opposition

Empowerment of women, gender discrimination, and violence against women, which have become serious subjects of sociological research in contemporary times, was hitherto neglected. While contemporary social changes have exposed women to unprotected socio-economic, cultural and political environment, there are no corresponding protective social systems and institutions of social justice to safeguard their interests. There are many who are sceptical about women's ability to exercise equal rights with men and about their capacity to play equal role with men [1] India's economy has undergone a substantial transformation since the country's independence in 1947 and so the growth of women has also envolved. A section of Indian women in the elite and the upper middle class have gained by the exposure to the global network. Many of the working women, who manage their own expenses, do contribute towards the economic need of their family as and when required. Unlike the earlier times , they often participate in discussions at work place where their views are also given equal importance before any final decision.

After globalisation, women are bagging more and more job opportunities. It has raised hope of women for a secured and elevated status of women arising out of increased chance to work but, at the same time, it has placed them in a highly contradictory economic liberty. The cultural restrictions were the primary obstacles to female employment, now however, with the shortage of jobs in every sector even lead to more unemployed women in the country. In Indian culture, women are expected to devote virtually all of their time, energy and money to their family. [2]

The importance of the mass media, particularly the audio-visual Media, in today's world is enormous. In fact, media is the eye, ear and tongue of a society through which a person, a community, a society, a nation and the world sees, hears and speaks. It is all pervading and all powerful, touching and affecting almost every one's life on this planet directly or indirectly. It can make or break a person, an organization or a society, even a state, and cause serious upheavals and impact on the whole world. It has proved to be a double edged weapon, if used properly and wisely, it is the pillar of strength of a society but if used improperly, it can ruin many a lives and many a society.[3]

More importantly, a woman in print and electronic media is expected to show more sensitivity to issues relating to women and to more meaningful insights and perspectives. Like most professions, in the media too, women have struck out boldly, beating a path, which is both impressive and inspiring. In short, women have become indispensable in the field. It is

heartening that a wide variety of women's media initiatives are making a positive impact. The relationship between media and women has a certain structure where woman is trapped as an object. The role of women in media-decision making is reflected in the poor representation of women issues and concerns. Media-market on one hand has expanded opportunities for women but the kind of beats or 'job' are assigned to women journalists is to keep them confined to soft-beats like handling feature writing or shallow writing.

In this context, the study was formulated with the following objectives:-

1. To assess the socio economic status the women employees in print and electronic media
2. To assess their health status
3. To assess their dietary pattern and habits
4. To analyse the organisational climate perception and job satisfaction.
5. To analyse the relationship between the socioeconomic, health and dietary status on job satisfaction.

**Methodology:** The aim of the investigation was to study the health, dietary and job profile of women employees in print and electronic media and to elicit the influence of their socio economic and other independent variables on their job satisfaction.

Trivandrum district of Kerala was selected as the area of study as it is the regional head quarters of most of the print and electronic media in the state. For the present study, 60 women were selected from printed and electronic media through purposive sampling method. Accordingly, 3 print media and 7 electronic media were chosen and samples were identified. Survey method was used to collect information from the samples.

A detailed, structured questionnaire was prepared to elicit the socio economic, health status, dietary habits, occupational status and job satisfaction of

women. A Job satisfaction scale was prepared to find out the level of job satisfaction of the women. Primary data was collected from the 60 samples selected from various institutions. Secondary data was collected from books, journals, news article, web and previous related research works. After completing the data collection, the data was coded, tabulated and analysed statistically to find the relation between the selected variables. Chi square test, ANOVA, T-test and correlation were applied.

### Results And Discussion

A. Socio-economic status of the women employees. Majority of respondent belonged to the age group 26-35(43.3 percent) 65% of the respondents were married and 1.7 percent divorced. Majority of the respondents belonged to nuclear family 81.7 percent and 18.3 percent to joint family. 36.7 percent respondents were having high monthly income and 33.3 percent low monthly income and 30.3 percent had medium level monthly income. About 68 percent of women people were post graduates and 5 percentage educated upto plus two level. 0 percent of women used public transport and only 1.7 percent respondents used company vehicle for commuting. Majority of the respondents lived in urban area (60 percent) and the remaining 40 percent respondents lived in rural areas.

### B. Health profile of women employees

Height and weight are indicators of health as the measurements are used to assess many important health related variable in studies and researches. The height and weight of the respondents were measured and noted. Majority of the women had the habit of taking exercise. 18.3 per cent of the respondents practiced yoga. 10 per cent each were practising cardio exercise and weight training. 20 percent of the respondents were engaged in other type of exercises that include walking

Table I, Distribution of the respondents regarding body height and weight.

	Mean	Minimu m	Maximu m
Mean height	157.68 cm	145	169
Mean weight	57.58 kg	41	85

Mean height of the respondents was 157.68 cm, with a minimum of 145 cm and a maximum of 169 cm. At the same time the mean weight of the respondents was 57.58 kg. The weight of the respondents ranged from 41 kg to 85 kg. Body Mass Index was computed from the measures of height and weight using the standard formula. Data regarding the BMI of the respondent is presented in the following table.

Table II

Sl. No	BMI	Frequenc y	Percentage
1	Underweight ( >18.5 )	1	1.7
2	Normal ( 18.5-24.9 )	47	78.3

3	Over weight ( 25-29.9 )	10	16.7
4	Obese ( <30 )	2	3.3
	<b>Total</b>	<b>60</b>	<b>100</b>

The table shows that 78.3 per cent respondents are having normal BMI, 16.7 per cent are overweight , 3.33 per cent are obese and 1.7 per cent is under weight. Data shows that majority of the women were health conscious and indulged in some or other form of exercise. Besides, they were aware of food choices and preferences. .

#### Health Problems of the Women Employees

The respondents were asked to note down a set of common ailments which they had during the previous month of survey and to specify whether it affected their job. Data regarding the health problems during the previous month is presented in the following table :

Table III

Sl.no	Health problems	YES	%	NO	%	Affected the Job (%)
1	Asthma	1	1.7	59	98.3	0
2	Cough and cold	10	16.7	45	75	8.3
3	Head ache	15	25	35	58.3	14.7
4	Eye problems	6	10	49	81.7	8.3
5	Gas trouble	5	8.3	51	85	6.7
6	Back pain	10	16.7	43	71.7	11.7
7	Neck pain	7	11.7	46	76.7	11.7
	<b>Total</b>	<b>60</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>60</b>

It can be noted from the table that 15 per cent of the respondents had head ache and 14.7 per cent had its effect on their job. 10 per cent people had cough and cold and 11.7 per cent had back pain. 8.3 per cent of women had eye problems which interfered with their job. Neck pain was affected by 7 per cent of the respondents. Gas trouble was felt by 5 per cent women; asthma was troubled by 1.7 per cent, did but did not affect their work. These are the common ailments, but only a small portion of samples were affected by these during the previous month of survey.

C. Dietary Pattern and habits of Women employees  
Majority of the respondents are non vegetarians, which may be attributed to the modern lifestyle of the young women selected for the study. The dietary habits and patterns were also identified so as to make an overall assessment by relating the variables. 51.7 per cent respondents have the habit of skipping breakfast.78.4 per cent people did not have fixed timing for meals.26.7 per cent people dislike some food 58.3 per cent consume dairy product regularly. Skipping breakfast has been found to be a trend among the youth today due to some misconceptions

or due to lack of time in the morning hours. Irregular meal pattern was prevalent ,which may be because of their type of work which requires continuous schedules as common in media. The frequency of consumption of major food stuffs per week by the respondents was assessed.

D. Occupational status and job satisfaction status of the women employees

85 percent of the respondents worked as full time and 15 percent people are part time workers. More than half of the respondents have been working in media for lesser than 2 years and 25 percent of them have been working for 5 years. About 23.3 percent of the respondents have been in media for more than five years.63.3 percent respondents received training before joining the job .Majority of the women did moderate works such as reporting, editing etc About 11.7 percent do sedentary works and 10 percent had heavy schedules like travelling across districts to cover news and features, handling camera and unit etc.40 percent respondents lived within 5 kms from the work place and their travelling time to work place of 70 percent respondents was less than 30 minutes. 23.3 percent of the respondents take their work to

home. 80 percentage people managed home and work. Night shift affected the family environment of one-fourth of the respondents. They had to make additional arrangements of sacrifice their household duties at night. About 63.3 percent of the respondents get support of their spouse. Media job changed the personal and social life of 90 percent of the T- Test was done to find the significance of Job satisfaction and residential status of the women employees.

respondents. 56.7 respondents have medium job satisfaction 15 percent people have high job satisfaction and 11.7 percentage respondents have low job satisfaction

Statistical Analysis was done using Chi-square, ANOVA, T-test and Correlation using selected variables and the result are as follows:

Table IV

Residential status	N	Mean	Std. deviation	Std. Error Mean
JS Rural	29	68.21	8.169	1.874
Urban	31	74.00	9.356	1.680

It can be seen from the group statistics table that the mean score of satisfaction is higher among the employees from nuclear, compared to joint families. The test statistics show that the joint- nuclear difference in the job satisfaction of employees is significant ( $p=0.051$ )\*. Women from nuclear families , though may have more responsibilities, could be able to concentrate more on work because of the ease in managing family matters when compared to a large joint family.

Correlation test was done to find the significance of Height and Weight of the women employees as it is highly necessary to maintain a person's weight according to the height so as to get a normal BMI.

Table V

#### Correlation Between Height and Weight of the Women Employees

Variables	Person correlation coefficient	Significant
Height*Weight	.530	0.000*

The correlation coefficient between the Height of the employees and their Weight is a slight positive one (0.530).That is as the height also increases weight increases. The result is significant, as the P value is 0.000\*\*(>0.05).

**Conclusion:** The study reveals that eventhough there is a low proportion of women in print and electronic media, there is a considerable level of job satisfaction and a satisfactory life status among the selected samples. Majority of them were having a moderate to good health and dietary status and were

able to balance their personal life and profession. There was a minor percentage of constraints regarding their timing of work and their pay. In the present scenario, flooded with atrocities against women and gender disparities, it is highly essential to empower and enlighten more women to come forward and work in mass media, that they can better represent and work for betterment of women. This will have a positive impact on the society, thereby uplifting the status of women as a whole.

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