AN EMPIRICAL STUDY ON THE WORK LIFE BALANCE OF FEMALE JOURNALISTS IN MALAYALAM TELEVISION INDUSTRY

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Abstract

Work Life Balance is the combination of paid activities of work and unpaid activities of family. Human beings working in every type of profession have to consider their personal matters as well as professional matters for getting a good social life. But the nature of some type of work may cause struggle between these two. Journalism is an example for such field of job. It is a 24*7 job and they may have to work even night and holidays. The study aims to identify the problems related with the work life balance of female journalists and for giving a platform for female journalists for conveying their opinion for improving work life balance. For the study, A total sample of 50 respondents from 10 leading news channels (5 respondents each) selected through convenient sampling method and primary data were collected from these samples through telephonic interview. The overall findings of the study proves that female journalists are facing so much difficulties in balancing their work and life. The study also suggested various measures such as flexible working schedules, adopting family friendly policies, and child care facilities etc. to improve work-life balance.

Keywords: Work-Life Balance, Journalists, Flexible Working Schedule.
INTRODUCTION

Work-life Balance is a concept that describes the balance between personal life and professional life. The term ‘work-life balance was first used in UK and US in 1970s and 1980s and it is recent in origin. It is the combination of paid activities of work and unpaid activities of family. ‘Human’ as a social animal, family life is to be considered more, but for the well-being of the family life one should lead their professional life. But the rush of our work should not dominate our personal life. So both of these is to be balanced. It is known as work life balance. But the nature of some type of work may cause struggle between these two. Journalism is an example for such field of job. It is a 24*7 job and they may have to work even night and holidays. Research revealed that, the work of female journalists are very difficult as that of nurses. Because they are very much struggling for getting the personal and professional matters balanced, more over this, they have to face organisational stress, family related problems etc. So sometimes, their mental health may also be at risk. Through this study, a platform is made available to the female journalists to convey their opinion regarding work-life balance.

LITERATURE REVIEW

Fapohunda, Tinuke M. (2014) made a comparative study on the work- family balance of female journalists and nurses. The survey consists of 300 participants. 97.3% is the response rate. The study states that both the groups have similar opinions in the case of child care services and different opinion in the case of compressed work hours. The study highlighted that female journalists are facing more stress than nurses in balancing their work life. The study also suggested several measures to improve the work life balance of female nurses and journalists.

Pathak et.al (2018) in their study on challenges and opportunities of women journalists in media industry, concentrated in Bhopal region. The study is conducted in a qualitative manner, so that respondents get an open platform are allowed to convey their feelings and opinions and it will helps to reduce data biasness. The study concludes that because of odd working hours, high pressure, less maternity leave are the major problems affecting the work life balance of female journalists.

Kumar Shiva et.al (2018) made an empirical study on the work life balance of female journalists in media industry. The study was conducted among 48 female respondents through a structured questionnaire. The variables of the study were analysed using descriptive statistics,
bivariate analyses and correlation. The findings of the study shows that media employees have both positive and negative impacts due to variables like working hours, family responsibilities etc.

Aranganathan et.al (2017) made a descriptive research on the work life balance in Indian print media industry. The study aims to evaluate the work life balance among the employees working in different organizations belonging to press media and newspaper located in the state of Tamil Nadu. The sample size of the study is 270 and the primary data is collected through a structured questionnaire. The statistical tools like descriptive analysis, chi-square test and two-way ANOVA were done for analysis using SPSS software. The study concludes that the work life balance initiatives will significantly improve the overall employee performance in an organisation.

STATEMENT OF THE PROBLEM

Human beings working in every type of profession have to consider their personal matters as well as professional matters for getting a good social life. But the nature of some type of work may cause struggle between these two. Journalism is an example for such field of job. It is a 24*7 job and they may have to work even night and holidays. Research revealed that, the work of female journalists are very difficult as that of nurses. Because they are very much struggling for getting the personal and professional matters balanced. This paper aims at exploring the problems faced by female journalists related with work life balance.

OBJECTIVES

1. To identify the problems related with the work life balance of female journalists.
2. For giving a platform for female journalists for conveying their opinion for improving work life balance.

RESEARCH METHODOLOGY

Both primary and secondary data were used in the study. Secondary data were collected from various articles, journals, websites etc. The population of the study consist of all female journalists working in various news channels in Malayalam television industry. A total sample of 50 respondents from 10 leading news channels (5 respondents each) selected through convenient sampling method and primary data were collected from these samples through telephonic interview.
DATA ANALYSIS

Personal Profile of the Respondents

Table 1

<table>
<thead>
<tr>
<th>Age wise distribution</th>
<th>No.</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 25 Years</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>25-35 years</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>Above 35 years</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital status wise distribution</th>
<th>No.</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>31</td>
<td>62</td>
</tr>
<tr>
<td>Unmarried</td>
<td>19</td>
<td>38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children wise distribution</th>
<th>No.</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant/newborn (0-3 yrs)</td>
<td>11</td>
<td>35</td>
</tr>
<tr>
<td>School going (4-15)</td>
<td>12</td>
<td>39</td>
</tr>
<tr>
<td>Adult (15- above)</td>
<td>8</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>31</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

Above table shows the personal profile of the respondents. It shows that majority (52%) of the respondents are in the age group of 25 to 35 followed by 26% are above 3 years and 22% are less than 25 years. As per the marital status, about 62% of respondents are married and only 38% are unmarried. Out of married respondents (31%), majority of the respondents are having children with in the age group between 4-15, followed by 35% having children under the age of 3 and only 26% are having children above the age of above 15.
Table 2

Opinion regarding other important factors affecting Work life balance

<table>
<thead>
<tr>
<th>Factors</th>
<th>Doesn’t affects</th>
<th>Affects sometimes</th>
<th>Affects many times</th>
<th>Always Affects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>Work Hours</td>
<td>6</td>
<td>12</td>
<td>21</td>
<td>42</td>
</tr>
<tr>
<td>Overtime</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Work from home after office hours</td>
<td>7</td>
<td>14</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>Work on holidays</td>
<td>8</td>
<td>16</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Travelling away from home</td>
<td>7</td>
<td>14</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>Miss quality time with family</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>24</td>
</tr>
</tbody>
</table>

Source: Primary data

Table No. 2 shows the opinion of respondents regarding some important factors affecting work life balance. According to this, majority of respondents (42%) are affecting sometimes with their work hours, followed by 30% of them are affecting many times with their current work hours. Overtime work affects Majority (44%) of the respondents many times, while 30% of respondents are always affecting overtime works. In the case of work from home after office hours majority (38%) of the respondents are affecting many times followed by 32% affect sometimes. Majority of the respondents (38%) are affecting many times while work on holidays, followed by 24% always affects while work on holidays. Majority of the respondents (36%) are affecting many time while travelling away from home, followed by 26% affects sometimes while travelling away from home. Majority (36%) of the respondents highly miss quality time with their family, followed by 32% affects many times while missing quality times.
with their family. Overall, all these factors have a significant effects on the work-life balance of the respondents.

**FINDINGS**

The overall findings of the study proves that female journalists are facing so much difficulties in balancing their work and life. The major findings of the study are as follows:

- Majority of respondents (42%) are affecting sometimes with their work hours, followed by 30% of them are affecting many times with their current work hours.
- Overtime work affects Majority (44%) of the respondents many times, while 30% of respondents are always affecting overtime works.
- In the case of work from home after office hours majority (38%) of the respondents are affecting many times followed by 32% affect sometimes.
- Majority of the respondents (38%) are affecting many times while work on holidays, followed by 24% always affects while work on holidays.
- Majority of the respondents (36%) are affecting many time while travelling away from home, followed by 26% affects sometimes while travelling away from home.
- Majority (36%) of the respondents highly miss quality time with their family, followed by 32% affects many times while missing quality times with their family.

**SUGGESTIONS**

The following are the suggestions provided in the study to improve the work-life balance of female journalists. These are the suggestions framed after taking the respondents opinion also.

- Media organisations have to provide flexible work schedule
- They have to adopt family friendly policies in work place
- Child care facilities are preferable one.
- Provide facilities to work at home if necessary
- Providing Salary increments and additional pay for overtime and working in emergency situations.
- Providing less rigid lunch schedules
- Encouraging talent development activities
- Encouraging team building, Social activities
- Allowing medical leave, maternity leave etc. Without loss of payment
- Offering perks, bonus, allowance etc.
Transfers and travelling as per the convenience of the employees.
Reducing overtime and overload work especially for ladies.

CONCLUSION

Family life is as well as important as professional life for every individuals. As per the ladies are considered they have more responsibilities than men in the family matters. Today, in the modern society ladies are coming forward in each and sector by proving their talent. But for leading a better life personal matters should be balanced with professional matters. Female journalists leading a profession with full of struggles have to be overcome with several measures which is suggested in the study also.

Reference


