



JOB ADVANCEMENTS OF MEDIA PROFESSIONALS IN PUBLIC AND PRIVATE MEDIA ORGANIZATIONS: A CROSS SECTIONAL ANALYSIS FROM TWO INDIAN STATES

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ABSTRACT

The job advancement of the professionals and employees are the crucial factors which determine the quality of human resources management in modern organizations. The job satisfaction and advancement of media professionals in public and private sectors of Karnataka and Tamil Nadu states are primarily investigated in the present study. The overall study shows that the correlation among media organizational culture, job security of media professionals, job involvement of media professionals and job advancement of media professionals are positive and statistically significant. The study reveals that the media institutions have provided adequate training and development facilities to the professionals to ensure their job advancement in modern times. The study emphasizes that the media institutions have encouraged the employees to fulfill their social obligations and achieve professional progress. The study suggests that the media professionals should be protected, promoted and empowered in India in order to play a responsible role in the process of nation building. The media institutions should enable the media professionals to mobilize intellectual resources in pursuit of particular ends. The media leaders should improve their leadership behavior which has a positive impact on job satisfaction and job advancement of media professionals.

KEYWORDS: *employees, organizational culture, work environment, human life,*

PREAMBLE

The media of communication play an important role in a civil society. In a democracy, media are considered as the fourth estate. The media provide constant linkage between the society and democracy. The media are also known as the informal universities across the globe. The media play a crucial role in the formulation of public opinion on several issues and concerns. The media play a significant role in today's society by providing a very wide range of information in a variety of ways. The media have become an all pervasive public service institutions. The media had begun their innings as a profession. In the age of globalization, the media have become profit oriented industry. The media strongly influence community attitudes, beliefs and behavior and play a vital role in all spheres of human life including the politics, economics and civil society. The media have always played a fundamental role in the development of democratic life by denouncing human-rights abuses anywhere they occur and promoting respect for human rights while remaining independent of the prevailing powers that would deny these rights. The job satisfaction and advancement of media professionals are primarily investigated in the present study.

JOB ADVANCEMENT OF MEDIA PROFESSIONALS

The media professionals play a crucial role in the development of media institutions in several aspects. They are also an essential part of the media management and contribute their mite for the development of media economy and national economy. Hence, job stability and satisfaction are indispensable and vital (Zulqarnain and Hassan, 2016:10). The public relations professionals have coped with the social media environment, managing workloads, work/life balance and other issues and concerns of media in the new millennium (Walton, 2017:09). In the age of globalization, media organizations are facing tough challenges and competition from their rivals. The job satisfaction of media professionals had correlated to certain facets of performance such as organizational culture, work environment, professional excellence and citizenship behaviors. The personal gratification was the strongest correlate of overall job satisfaction of the media professionals according to empirical evidence.

Job advancement and promotion are very important in all sectors of human life around the world. The job advancement basically involves identification of career development needs of media professionals and other

employees in modern organizations. The job advancement involves the identification of new work culture, new working environment, new styles of functioning, new delivery systems, advanced technological applications, fulfillment of the capacity development needs of the personnel and creating new opportunities for better positions. The job promotion and job advancement has been found positively related with job satisfaction in modern media organizations. The public sector media organizations have limited resources and opportunities in contrast to private sector media organizations in promoting the career of professionals. The job satisfaction plays vital role in the performance of organization and also job promotion and job advancement are very vital for the media professionals and have multiple benefits for the media organizations.

The media professionals need the patronage of the corporate leaders, guidance of senior managers, orientation from senior professionals and moral support from the civil society since they encounter several challenges and threats under the changed circumstances. They naturally demand a more optimal work environment and job satisfaction. The working environment allows them to meet new challenges and expectations. The media professionals with different professional aspirations also derive satisfaction from different aspects of their job. The predictors of job satisfaction naturally operate in the same way regardless of the professional position of the journalists. It is not unusual to discover different perceptions of the same 'objective context' to discover that individuals in different jobs have different perceptions about characteristics of the organization. The role perception of journalists varies across job roles which affect the job satisfaction of journalists.

REVIEW OF LITERATURE

Scholars have examined the career advancement / job advancement opportunities and measures in modern organizations. The studies have revealed that implementation of a variety of education, training and development activities was responsible for the career advancement of professionals and employees. Prominent studies concerning the job advancement of personnel include - Lee and Nolan (1998:06),

Fein et. al. (2000:03), Holzer and Martinson (2005:05), Maxwell (2009:07), Chima et. al. (2011:02), Arokiasamy et. al. (2014:01), Gino et. al. (2015:04) and Patwardhan et. al. (2016:08).

SIGNIFICANCE OF THE STUDY

Scholars have defined the job advancement in different ways by taking into account different variables and dimensions. Job advancement involves the adoption of best practices for the promotion of the professional skill and competence of the employees in the organization. It is important to note that job satisfaction and job advancement are the key aspects of scientific human resources management in modern times. The job advancement of the professionals and employees are the crucial factors which determine the quality of human resources management in modern organizations. These organizations have an obligation towards the employees who build the institutions and produce the wealth. The review of literature clearly indicates that job advancement of media professionals in public and private sector organizations are not studied extensively by the past researchers in India and abroad. Hence, the present study assumes profound academic significance.

OBJECTIVES OF THE STUDY

With job satisfaction and advancement of media professionals in public and private sector organizations being the thrust area, the research proposes to:

1. Assess the attitude of media institutions towards job advancement,
2. Examine the job advancement opportunities and facilities of media professionals; and
3. Suggest appropriate measures for the enhancement of advancement of media professionals in public and private sectors.

RESEARCH METHODOLOGY

The present study approached the problem through a scientific survey method. The job advancement of public and private media professionals was evaluated through an organized empirical investigation with reference to Karnataka and Tamil Nadu states. About 576 respondents were selected on the basis of incidental, purposive and stratified sampling techniques for the purpose of primary data collection.

Distribution of the Study Areas and Sample

Sl. No.	Study Area	Reporters/ Correspondents	Editorial Staff	Programme Staff	Technical Staff	Total
1.	Karnataka	118	86	68	22	294
2.	Tamil Nadu	102	84	62	34	282
	Total	220	170	130	56	576

N=576

The primary data was gathered by administering the interview schedules to the various media professionals like reporters, correspondents, editorial staff, programme staff and technical staff of both print and electronic media institutions in Karnataka and Tamil Nadu states. A structured and pre-tested interview schedule was administered to the representative sample consisting of the above groups of media professionals. Primary data was gathered from about 576 respondents representing both public and private media institutions.

STATISTICAL ANALYSIS

The study being descriptive in nature, no parametric statistical tests were involved to draw inferences based on

the sample results. The interpretation of the chi-square and contingency table analysis justify the assumption of independence which was primarily carried out at the 0.05% level of significance. The prominent statistical tests adopted in the present investigation include - frequencies and percentages, chi-square test and contingency table analysis.

FINDINGS OF THE STUDY

Demographic Features

- There were more number of male respondents (68.75%), 20-35 years age groups (53.99%), graduates and post-graduates educational categories (78.13%), media professionals (90.28%), upper and middle SES

categories (67.71%) and Karnataka state (52.43%) respectively among the study sample.

Job Advancement of Media Professionals

- Media institutions have established good rapport with media professionals (67.01%).
- Media institutions created better human relationship development opportunities to media professionals (69.10%).
- Media institutions have not boosted the morale of media professionals through progressive attitude (71.53%).
- Media institutions have created healthy relationship with the superior and subordinate colleagues (73.61%).
- Media institutions have created sound supervisory structure and facilities to media professionals (76.39%).
- Media institutions have not ensured adequate professional autonomy to the media professionals (75.0%).
- Media institutions have created free and flexible working environment to media professionals (69.79%).
- Media institutions have provided adequate training and development facilities (70.83%).
- Media institutions have not adopted sound evaluation criteria and promoted the professional progress (72.92%).
- Media institutions recognize the contributions of media professionals and reward them suitably (69.44%).
- Media institutions have not created adequate promotional opportunities (70.14%).
- Media institutions have ensured job advancement opportunities to media professionals (70.49%).
- Media institutions have adopted progressive measures for the professional competence development of media professionals (72.57%).
- Media institutions have not ensured adequate job security to media professionals (62.50%).
- Media institutions have created adequate opportunities for the human resources development of media professionals (68.40%).
- Media institutions have ensured adequate professional accountability to media professionals (72.57%).
- Media institutions have not ensured adequate leadership development opportunities to media professionals (75.35%).
- Media institutions have not ensured adequate professional autonomy and social responsibility of media professionals (67.01%).
- Media institutions have encouraged the employees to fulfill their social obligations and achieve professional progress (71.53%).
- Media institutions have developed sound feedback mechanism and resolved the problems of media professionals (76.39%).

TESTING OF HYPOTHESIS

H1: The public and private media institutions of Karnataka and Tamil Nadu states have not initiated systematic programmes for the job advancement of media professionals.

The data analysis indicates that public and private media institutions of Karnataka and Tamil Nadu states have initiated systematic programmes for the job advancement of media professionals. Hence, the hypothesis stands disproved according to the data analysis.

IMPLICATIONS OF THE STUDY

The media institutions are the angel guardians of public interest in a democracy. The freedom of speech and expression of media professionals and citizens of the country are subjected to certain reasonable restrictions in the interest of state in general and public interest in particular. The right to information and education are the most important fundamental rights of the people. The public – private partnership is required to ensure formal and informal education to the people in times of peace and crisis. The media professionals should be protected, promoted and empowered in India in order to play a responsible role in the process of nation building. The following suggestions are made with a view to improve the job advancement of media professionals in India.

Job Advancement Related Suggestions

- The media institutions should enable the media professionals to forge formal or informal coalitions for institution building.
- The media institutions should enable the media professionals to mobilize intellectual resources in pursuit of particular ends.
- The media institutions should enable the media professionals to develop strategic perspective of professional development.
- The media institutions should enable the media professionals collaborate with various stakeholders of media management and development.
- The media institutions should enable the media professionals to gain the authenticity in operations management in the media institutions.
- The media institutions should enable the media professionals to ensure the adaptability to the changing media landscape, opportunities and challenges.
- The media institutions should enable the media professionals to develop their personalities in a competitive media environment.
- The media institutions should enable the media professionals to enlist the active participation of stakeholders in the process of career advancement.
- The media institutions should enable the media professionals to create better working partnerships and achieve professional development.
- The media institutions should enable the media professionals to gain better leadership behavior through seminars, conferences, workshops and other intellectual programmes.

CONCLUSION

The overall study shows that the correlation among media organizational culture, job security of media professionals, job involvement of media professionals and job advancement of media professionals are positive and statistically significant. The media institutions are required to adopt scientifically innovative and practically rewarding strategies for effective media management in the competitive age of business management. The media institutions have become profit centered industries in the age of globalization. The media

leaders and executives should ensure proper wage management, human resources management, human resources development, human rights protection, job security and professional autonomy in order to enhance the job involvement and advancement of media professionals. The management should also properly handle agreements and negotiations with media professionals and labour unions to ensure better crisis management and active involvement of media professionals in making the destiny of media organizations. The media owners and leaders should boost the morale of the media professionals and facilitate greater production and productivity. The media leaders should improve their leadership behavior which has a positive impact on job satisfaction and job advancement of media professionals. The present empirical study establishes the truth that the media professionals should be enabled by the management to inculcate sound professional qualities, responsibilities and capacities on the basis of sound media organizational culture, positive attitude towards profession, active job involvement and career advancement opportunities.

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