

# Study of Work-Life Balance of Women Journalists in Print Media Industry

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## Abstract

*Balancing work and life is a major challenge for female media journalists these days. This research paper is an attempt to study the working life balance of women journalists in the media industry. Female journalists work long hours without enough rest, which creates a difficult environment for them to maintain a balance between personal and professional life. Therefore, achieving a working life balance in the print media industry is a requirement for working women to have a good standard of living. The study was conducted with a systematic questionnaire of 50 female respondents to get their perspective so they know the balance between work and health. This study analyzed the impact of work-life balance of women journalists on their personal and professional lives. It also discussed how managers should set specific goals that will help female employees balance their personal and professional lives. This paper is an attempt to explore the complex challenges that working women face in maintaining a balance between their personal and professional lives. This study examined various factors that affect the working life balance. The results also show that the working life balance of women journalists affects their quality of life.*

## Keywords

*Balance of working life, personal health, professional health Media Industry, Technology, Female Journalists. Time Management*

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## INTRODUCTION

### Background

Media is one of the tools that shape society. Media has evolved into an industry that covers all aspects of life: religion, education, politics, employment, health, and entertainment. Decades ago in India it was only newspaper, radio and Doordarshan as media outlets. But now the use of the technology industry has brought about a dramatic change that has marked the presence of women in the media industry. The 24 x 7 media feature focuses on regular events per second on live, recorded or printed media. This requires comprehensive knowledge in all areas to enable future journalists to publish relevant information in the community at the right time. If women accept it as a challenge and she plays her role even in the media industry. In these changing contexts the current balance of working life for women in the field of journalism has become increasingly important in job and personal perception. They get along well with a man in the field of journalism. Good HRD programs in the field of journalism will improve the family life and work life of the women working in this field. During the years of community organization, families were busy at work to support themselves at or near home (Carlson et al. 2005). Although in the late 18th and early 19th centuries due to job segregation and the impact of technology, labor and family segregation were stable and men played a key role in nutrition and women dominated mainly domestic and family activities Snooks et al. 1996. Later in the second half of the 20th century, gender-based classification was withdrawn due to technological advances and the use of machinery reduced reliance on industrial fitness and thus reduced the high

participation of women in the workplace (Snooks et al. 1996). Moreover at the beginning of the 21st century a broad group of social and economic factors were actively controlling the work and personal life of the workers. This group includes family and personal health, work and other **factors** (Nathan and Jha et al., 2009). The term work life balance includes many factors such as length of work, hours of work, manner of work, family support in matters relating to work, the number of dependents in the family. Employee health standards are considered in employment decisions such as part-time work, homework, flexible working hours, stressful working weeks, working breaks. Previous researchers have proven that workers adhere more closely to organizations that provide family-friendly policies, no matter how much they may benefit from those principles (Grover and Karen, 1995). Differences in employment and personal health will lead to dissatisfaction and frustration for employers and employees. The study looked at the life of a female journalist in the media industry as it is one of the most energy-intensive areas to meet the challenges of the industry. The industry will always operate under pressure due to competition where a working female journalist has to deal with high levels of stress and premature working hours, and has to balance between professional health and personal health.

## LITERATURE REVIEW

Fapohunda, Tinuke M. (2014) performed a comparative observe at the own family balance of the paintings of ladies reporters 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 a few steps to improve the working life balance of female nurses and journalists. Differences between work and non-expert roles can be much less effective and worse for both employees and employers.[2]

Pathak et.al (2018) of their examine of the challenges and opportunities of women journalists in the media industry, focused at the Bhopal region. The study was conducted in a high-quality manner, so that respondents found an open space allowed to express their feelings and opinions and would help reduce data bias. The study concluded that due to unusual working hours, high pressure, low maternity leave are major problems affecting the working life balance of women journalists.[1]

In an editorial entitled A have a look at on the "problems dealing with ladies journalists" it is referred to that Kanyika Shaw (2013) "Thai women journalists have entered the profession of journalists, salaries, education, working conditions, and that they no longer need to be treated as a separate group. ,media discrimination.."

Akhileshwari, (1990) "The participation of women in India is among the lowest in the world. The number of women on social media is much higher than in the media, by 30-40 percent - the non-editorial array of a newspaper that can boast of a media market on the other hand has increased opportunities for women but the kind of bits or work assigned to female journalists to keep them tied shallow.[6]

Aranganathan et.al (2017) conducted a descriptive study of the working life balance in the Indian print media industry. This study aims to examine the balance of working life between employees working in various media organizations and a newspaper located in the province of Tamil Nadu. The sample size of the study is 270 and the main data is collected through a systematic questionnaire. Mathematical tools such as descriptive analysis, chi-square test and two-way ANOVA were developed for analysis using SPSS software. The study concluded that performance measurement programs will significantly improve overall employee performance in the organization.[4]

Kumar Shiva et.al (2018) conducted a powerful study on the work life balance of women journalists in the media industry. The study was conducted among 48 women who responded with a systematic questionnaire. Research variables were analyzed using descriptive statistics, bivariate analysis and correlations. The findings of the study show that media workers have both positive and negative impacts due to variables such as working hours, family obligations etc.[3]

### STATEMENT OF THE PROBLEM

People who work in all types of work should consider their own issues and work issues in order to achieve good public health. But some form of work can create tension between the two. Journalism is an example of that field of work. It is a 24\*7 job and they may have to work even at night and on holidays. Research has shown that the work of female

journalists is as difficult as that of nurses. Because they are working hard to balance personal and professional matters. This paper aims to explore the problems faced by women journalists related to employment equity.

### OBJECTIVES

1. To identify problems related to the working life balance of women journalists.
2. To suggest ways of improving the balance of working life women journalists.

### RESEARCH METHODOLOGY

Both primary and secondary data were used in the study. The secondary data was collected in various articles, journals, websites etc. The study was conducted with a set of structured questions for 50 female respondents to seek their opinion in order to determine the balance between work and health.

The survey population includes all female journalists working in various news outlets in Western Uttar Pradesh, Meerut. A total of 50 respondents from the top 10 news papers (5 respondents each) were selected in a simple sample format and key data was collected from these samples by telephone interview

### DATA ANALYSIS

#### Personal Profile of the Respondents

**Table 1**

<b>Age wise distribution</b>		
	No.	Percentage
Less than 25 Years	11	22
25- 35 years	26	52
Above 35 years	13	26
Total	50	100
<b>Marital status wise distribution</b>		
	No.	Percentage
Married	31	62
Unmarried	19	38
Total	50	100
<b>Children wise distribution</b>		
	No.	Percentage
Infant /newborn (0-3 yrs)	11	35
School going (4-15)	12	39
Adult (15- above)	8	26
Total	31	100

Source: Primary data

The table above shows the personal profile of respondents. It shows that the majority (52%) of respondents are 25 to 35 years old followed by 26% over 3 years and 22% under 25 years of age. In terms of marriage, about 62% of respondents are married and only 38% are single. Of the married respondents (31%), the majority of respondents had children between the ages of 4-15, followed by 35% with children

under the age of 3 and only 26% had children under the age of 15.

**Table:2:** Opinion regarding other important factors affecting Work life balance

Factors	Doesn't affects		Affects Sometimes		Affects many Times		Always Affects	
	No.	%	No.	%	No.	%	No.	%
Work Hours	6	12	21	42	15	30	8	16
Overtime	4	8	8	16	22	44	16	30
Work from Home after office hours	7	14	16	32	19	38	8	16
Work on Holidays	8	16	11	22	19	38	12	24
Travelling away from Home	7	14	13	26	18	36	12	16
Miss quality time with family	4	8	12	24	16	32	18	36

Source: Primary data

**Table No. 2 reflects respondents' views on certain key factors that affect the balance of working life..** According to this, the majority of respondents (42%) are affected sometimes during working hours, followed by 30% of them affected several times during their working hours. Overtime work most of the time (44%) of respondents most of the time, while 30% of respondents often work overtime. In the case of working at home after working hours the majority (38%) of respondents is affected most of the time followed by 32% of the affected periodically. The majority of respondents (38%) were most affected during the holiday season, followed by 24% frequently during the holiday season. The majority of respondents (36%) were most likely to leave home, followed by 26% at other times when leaving home. The majority (36%) of respondents significantly missed quality time with their family, followed by 32% most frequently while missing quality moments and their family. Overall, all of these factors have a significant impact on the balance of life of the respondents' work.

### FINDINGS

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

- The majority of respondents (42%) are affected sometimes during working hours, followed by 30% of them affected several times during their working hours.
- Overtime work most of the time (44%) of respondents most of the time, while 30% of respondents often work overtime.
- In homework after work hours the majority (38%) of respondents are most likely to be affected most of the time, followed by a 32% contributing factor.
- The majority of respondents (38%) were affected most of the time during work hours during the holidays, followed by 24% always affected when working during the holidays.
- The majority of respondents (36%) were affected several times when leaving home, followed by 26% being affected sometimes when they left home.
- The majority (36%) of respondents greatly miss quality time with family, followed by 32% most of the time while missing good times with their family.

### SUGGESTIONS

The following are some suggestions on how to improve the quality of life of women journalists. These are suggestions that have been made after taking respondents' feedback.

- Media organizations should provide a flexible application
- They should apply the principles that apply to families in the workplace
- Childcare resources are much better
- Provide homework resources if needed
- Provide for salary increases and overtime pay and for emergencies.
- Providing less flexible lunch schedules
- Promoting skills development activities
- Promoting team building, community activities
- Allow medical leave, maternity leave etc. Without losing payment
- Offering benefits, bonus, grants etc.
- Transfers and transit as agreed upon by employees.
- Reduce overtime and overwork especially for women.

### CONCLUSION

Family life is also important as a professional life for everyone. According to women they are considered to have more responsibilities than men in family matters. Today, in modern society women excel in every field by proving their talent. But in order to live a better life personal matters must be equated with employment issues. Women journalists who lead a struggle full of struggle must be overcome by a few steps suggested in the study as well.

### LIMITATIONS

The study was performed on a very small sample size. The number of people in the study is very small. Women journalists are very biased when completing this questionnaire. The study focused on the views of female journalists who were unfamiliar with male journalists. The study was conducted only in the Western Uttar Pradesh region but collecting data from other parts of the region could add additional information to the study.

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