

JOB SATISFACTION AND IMPORTANCE LEVEL OF THE SINDH JOURNALISTS IN PAKISTAN

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Abstract

This article reports research findings about the job satisfaction and significance level of journalists in Sindh province, Pakistan. The empirical data collected by conducting a cross sectional survey of 576 working journalists mentions that the Sindh journalist is typically male, Muslim and academically university graduate. However, despite being financially exploited and underpaid, the Sindh journalist is professionally satisfied, and considers his profession important. Moreover, the job satisfaction level of the Sindh journalists has been compared with the journalists of other various countries; and the job importance level has been assessed in the context of various professional variables.

Keywords: Sindh journalist, job satisfaction level, job importance level.

Introduction

Job satisfaction is called a psychological condition that workers take on when their needs are met by work and at work. It is a feeling state that mentions outwardly to workers' attitude statements regarding their jobs, salaries, workplace climates, employers, supervisor and etc. Thus job satisfaction happens an indicator of workers' motivation to work (Massey & Elmore, 2011). Pollard (1993) while defining the significance of job satisfaction stated that it is an important ingredient to understand workers and their work. He also said that it is doubly significant among communicators, due to the social role of the media and its potential effects on individual perceptions. In addition, according to Pollard (1993) different

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workers seek satisfaction with different aspects of the same work: some seek intrinsic rewards and some extrinsic rewards, whereas some seek a mixture of them. Moreover, measuring job satisfaction has been said to be a 'a tricky exercise', because, "there has yet to be a universally agreed upon definition of satisfaction as the various definitions touch on various aspects of job satisfaction" (Gruneberg, 1979) as stated in Smucker, Whisenant and Pedersen (2003). However, despite this, the measure of job satisfaction among news workers usually relies on a single item which is usually stated as "all things considered, how satisfied are you with your present job?" as suggested Pollard (1993). Additionally, particularly in the context of this study to have a check upon the satisfaction level it also has been assessed that how much importance journalist give to their profession, both in case of being satisfied or not satisfied with the profession.

Data Collection Method

The data collection was conducted with a self-completed questionnaire that was administered to all accessible media organizations in Sindh province, Pakistan and in all district-level press clubs. The sampling technique was purposive and opportunistic, which make it possible to include as many journalists as possible. Moreover, the survey was inclusive only of those journalists who worked regularly for newspapers, magazines, news agencies, television channels and radio stations, as reporters, sub-editors and editors. The survey questionnaire was administered by the field researchers who were available to answer the queries over questions and that to collect securely the filled questionnaires. The questionnaire had a variety of topics related to journalists' careers, training and work experience, the organizations they worked for, their political affiliation, their attitudes to and use of technologies, their press club membership, education level, salary and working conditions. In this way a total of 576 working journalists filled

questionnaires. The majority (59.0%) of the sampled journalists was accessed at press clubs, 38.0% at workplaces and the remaining 3.0% on their homes.

FINDINGS

Demographic Profile

As mentioned in table 1 below the typical Sindh journalist was male (98.1%), spoke Sindhi language (70.9%) and religiously is Muslim (96.7%). Academically, the majority (63.8%) of the Sindh journalists is a university graduate, and the remaining earned their final degree from colleges (28.5%) and schools (7.7%). Further about their education, it was observed that the majority (63.7%) had sought education as a regular student and the remaining (36.3%) as a private student. Regarding the name of the academic institute, the sampled Sindh journalists who had sought their final degree from university (365), among them the majority (54.4%) studied from University of Sindh, Jamshoro and the remaining from Shah Abdul Latif University, Khairpur (27.2%), University of Karachi (13.2%) and other various universities (5.2%). Moreover, the first highest proportion (42.1%) of the surveyed Sindh journalists was up to 30 years old, and the second highest proportion (37.5%) between 31 to 40 years old. In the terms of monthly income, the highest proportion (37.7%) earned monthly less than 10,000 (ten thousand) PK rupees, and the second highest proportion (33.3%) either made no answer (13.2%), put a cross symbol (X) (0.9%), or wrote horrific comments in the questionnaire regarding their monthly remuneration (19.1%).

TABLE 1
Composition of Journalists by Demographic Variables

	Number	Percentage (%)
Gender		
Male	565	(98.1)
Female	11	(1.9)
Ethnicity/Mother language		
Sindhi	405	(70.9)
Urdu	104	(18.2)
Siraiki	24	(4.2)
Other	38	(6.7)
Religion		
Muslim	551	(96.7)
Hindu	14	(2.5)
Other	5	(.9)
Level of education		
School	44	(7.7)
College	163	(28.5)
University	365	(63.8)
Mode of education		
As a private student	197	(36.3)
As a regular student	346	(63.7)
Name of academic institute		
University of Sindh, Jamshoro	198	(54.4)
Shah Abdul Latif University, Khairpur	99	(27.2)
University of Karachi, Karachi	48	(13.2)
Other	19	(5.2)
Age		
0-30 years (Young)	239	(42.1)
31-40 years (Mature)	213	(37.5)
Over 40 years (Old)	116	(20.4)
Monthly Income		
Less than 10,000 Rs.	217	(37.7)
Above 10,000 Rs.	168	(29.2)
No answer	76	(13.2)
Put (X) cross symbol	5	(.9)
Commented instead of revealing Income	110	(19.1)

JOB SATISFACTION AND JOB IMPORTANCE

Job satisfaction

In this study to determine the level of job satisfaction the journalists were simply asked 'How satisfied are you with your present job?' with five answer-options (very satisfied, satisfied, 'neutral', dissatisfied, very dissatisfied). In this way, in result according to the table 2 out of the total of 573 journalists the highest proportion (47.8%) reported to be moderately satisfied, however a proportion of over one fifth (23.6%) were 'very satisfied'. Conversely, less than one fifth of the journalists (15.4%) said that they were 'dissatisfied' (12.4%) or 'very dissatisfied' (3.0%) with their jobs. Whereas, the remaining proportion of more than one tenth (13.3%) of the journalists opted to remain 'neutral' in regard to job satisfaction.

TABLE 2

Composition of Journalists by Job Satisfaction and Importance Levels

<i>Job-Related variables</i>	<i>Number</i>	<i>Percent (%)</i>
Job satisfaction		
Very satisfied	135	(23.6)
Satisfied	274	(47.8)
Neutral	76	(13.3)
Dissatisfied	71	(12.4)
Very dissatisfied	17	(3.0)
Job importance		
Very important	257	(44.9)
Important	245	(42.8)
Neutral	45	(7.9)
Not important	20	(3.5)
Not very important	5	(.9)

In summary, overall the significant majority (71.4%) of the journalists in Sindh were apparently content with their media jobs, and with such a degree of overall job satisfaction they were almost shoulder to shoulder with their colleagues in China with 72% (Chen, Zhu, & Wu, 1998) and Taiwan with nearly 69.0% (Lo, 1998).

However, journalists in Sindh were far behind in overall job satisfaction compared with the news workers in countries like West Germany where 96.0% said that they were satisfied (Schoenbach, Stuerzebecher, & Schneider, 1998), 86.0% in New Zealand (Lealand, 1998), 85.0% in France (McMane, 1998), 82.0% in UK (Henningham & Delano, 1998), 80.0% in Australia (Henningham 1, 1998), 77.0% in U.S. (D. Weaver, 1996), three quarters in Korea (Auh, Lee, & Kang, 1998) and three quarters in Finland (Heinonen, 1998). The journalists in Sindh expressed more overall job satisfaction than did their counterparts in the following countries 67.0% in Brazil (Herscovitz & Cardoso, 1998), two thirds in Mexico (Wilke, 1998), and 60.0% in Algeria (Kirat, 1998). The other distinguishing aspect is that the proportion of those journalists in Sindh who reported their satisfaction index as 'very satisfied' (23.6%) were close to the journalists of 14 other countries, where the average percentage of those who reported themselves 'very satisfied' was 25.0% according to the analysis of Weaver and Wilhoit (1996).

Job Importance

According to the table 2 out of the total of 572, the highest proportion (44.9%) of the respondents considered their job 'very important', whereas the proportion of over than two fifths (42.8%) of the respondents considered it of moderate significance, saying that it is just 'important'. In contrast, however, for the little proportion of 4.4% of the surveyed news professionals their job was 'not very important' (.9%) and 'not important' (3.5%) and lastly the remaining proportion of slightly less than one tenth (7.9%) preferred to be neutral, with regards to assigning a level of importance to their job. Therefore, the findings indicated that on the whole the great majority of the respondents (87.7%) considered to the journalism an important profession.

TABLE 3
Distribution of Journalists by Job Importance and Selected Variables

Selected variables	Number	Job importance	
		Mean	Std. Deviation
*Journalist type			
Newsroom	181	4.14	.864
News-reporting	391	4.34	.793
Total	572	4.27	.820
*Job seniority			
About 3 years (cubs)	115	4.17	.741
About 5 years (juniors)	67	3.85	.839
Above 5 years (seniors)	390	4.38	.814
Total	572	4.27	.820
*Age category			
Till 30 years (Young)	237	4.19	.789
31-40 years (Mature)	211	4.24	.911
Above 40 years (old)	116	4.51	.639
Total	564	4.27	.818

*. The mean differences are significant at the $< .05$ level.

Note: For the means, higher scores equal greater importance. Scale ranges from 5 = *very important* to 1 = *not very important*.

Additionally, an independent-samples t-test and one-way between-groups analysis of variance (ANOVA) was run to explore the impact of journalist type, job seniority and age on the rating level of job importance. As a result, the following statistically significant differences were found: Firstly, with regard to the journalist type (See table 3) news-reporting journalists ($M = 4.34$) compared with their newsroom colleagues ($M = 4.14$) assigned more importance to the profession of journalism ($t = -2.609$; $p = .009$). Secondly, in the perspective of job seniority, it was observed that senior journalists ($M = 4.38$) compared to the junior ($M = 3.85$) and cub journalists ($M = 4.17$) considered to the journalism profession more important (Welch's $F = 12.631$; $p = .000$). Finally, in the terms of age, in a similar vein to the senior journalists, the older age group of journalists ($M = 4.51$) compared with mature ($M = 4.24$) and young journalists ($M =$

4.19) gave higher rate of importance to becoming a journalist (Welch's $F = 8.793$; $p = 000$).

Discussion and Conclusion

The previous literature referred in the beginning shows that generally job satisfaction is very significant factor to understand any professional and subsequent work. However, as far as communicators are concerned then job satisfaction is supposed to be doubly important among them; because, in a society media has to play a social role. In this way, in case of Sindh journalists, overall the majority is satisfied with their profession. And proportionately their satisfaction level is almost equal to the level of their colleagues in China and Taiwan. However, compared with their counterparts in some European countries the Sindh journalists are less satisfied; however, they are found more satisfied than the journalists in Brazil, Mexico, and Algeria. Other than that, the great majority (87.7%) of the surveyed Sindh journalist considered to journalism as an important profession. Further, it was found that on average specifically those journalists who worked as reporters, had job seniority of more than 5 years, and were above 40 years in age gave higher importance to their profession than others.

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