

Job Satisfaction of Journalism Graduates in Pakistan

Saqib Riaz*

1. Introduction

Usually, people are not happy with the mass media. They accuse the media of concentrating on negative news or promoting conservative ideas. But they don't think about the working conditions and the atmosphere in which journalists are bound to work. Ten Pakistani universities are producing almost 500 graduates of Journalism and Mass Communication every year and most of them join media organizations as working journalist. This study attempts to investigate the level of job satisfaction expressed by journalism graduates working in different media organizations of Pakistan. The study concludes that the graduates working in the electronic media are more satisfied with their jobs than those who are working in the print media organizations.

2. Journalism Education in Pakistan

There are 106 universities and degree awarding institutes in the list of recognized universities. Among these 105 universities and degree awarding institutes, 55 are public sector organizations owned and controlled by the Government of Pakistan while 51 organizations belong to private sector (www.hec.gov.pk). Among these 105 organizations, only ten universities are having Mass Communication and Journalism departments. All of these universities belong to public sector while none of the private sector universities offer the programs and courses of Journalism and Mass Communication. Following ten universities are having these departments and offer admissions to Mass Communication and Journalism courses on regular basis.

Punjab University Lahore
Karachi University Karachi
Balochistan University Quetta
Peshawar University Peshawar

*Lecturer, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan

Gomal University D. I. Khan
Islamia University Bahawalpur
Bahauddin Zakariya University Multan
Sindh University Jamshoro
Allama Iqbal Open University Islamabad
National University of Modern Languages (NUML) Islamabad

All of these universities have their full fledged departments of Mass Communication offering graduate and post graduate studies on regular basis. Here, one thing is necessary to clarify that Journalism is a branch of Mass Communication and in mid of 80s, when a number of other related disciplines (like electronic media, advertising, public relations, media research, etc.) were attached with the education of Journalism, then following the international trends, Pakistani universities renamed their Journalism departments as Mass Communication departments. Courses like Print Media, Electronic Media, Advertising, Public Relations, Media research, Press History, Media laws and Ethics, Basic Concepts of Social Sciences and Development Support Communication are taught in almost all of these universities. These universities are producing almost 500 graduates annually. Most of them join the profession of media like newspapers, magazines, news agencies, Radio, Television channels, advertising agencies or Public Relations departments. However, some graduates join other professions or run their own businesses while some female graduates become only house wives.

Journalism as a Career

Unlike other professions, Journalism has always been a relatively easier profession to join. None of specific qualification or registration or license is required to join this profession. The result is that a lot of people try journalism as a first career and then move on to something else. Low salary and benefits are the most-cited reasons for leaving journalism (Weaver & Wilhoit, 1986, pp.38-39). This turn-over makes journalism primarily a young man's career. Youthfulness is associated with excitement, and a sense of excitement and discovery makes a good journalist. Washington-based columnist Stanley Karnow says that "Journalism is the only profession in which you can stay an adolescent all your life" (Hess, 1981, p.128).

Sometimes journalists get bored by the repetitious nature of the job or by the cynicism that often accompanies the journalist's role as a passive observer of events. David Wise, a former Washington bureau chief the New York Herald Tribune, says that reporters spend "an awful lot of time sitting around marble corridors waiting for the grown-ups inside to tell them what's happening" (Hess, 1981, p.123).

Job jumping is also a popular phenomenon in media organizations. When a journalist is offered better salary or facilities by some other media organization, he usually does not hesitate to join the new job at once. There is a fair amount of movement between journalism and other mass communication jobs. Some journalists leave their newsgathering jobs to work as television writers and producers. In her study of Hollywood television producers, Cantor (1988) identifies three types of producers, two of which are occasionally associated with journalism backgrounds.

In Pakistan, the biggest job market for journalism graduates is print media (newspapers and magazines) where more than ten thousand journalists are working as a full time employee. Electronic media is the second biggest field where almost one thousand journalists are working in different capacities. A reasonable number of journalists are associated with Public Relations departments, advertising agencies and other relevant organizations (Riaz, S. 2003, p.150).

Research and Theory of Job Satisfaction

One of the most widely tested theories of job satisfaction is "Frederick Herzberg's Motivation Hygiene theory" (Herzberg, F. 1976, pp.71-167). Evolving from more than ten years of research on job attitudes, this theory contends that certain motivating aspects of a job (like achievement, recognition, possibility of growth) contribute to high job satisfaction, while other extrinsic or hygienic aspects of a job (like supervision quality, working conditions, and salary etc.) contribute to job dissatisfaction. Shaver applied Herzberg's motivation theory to journalism graduates in 1978. (Shaver, H.C. 1978, pp.54-61). He found that respondents expressed job satisfaction and dissatisfaction in a manner that was consistent with Herzberg's theory. That is, satisfaction was the result of the presence of positive motivators, while dissatisfaction was the result of the presence of some negative factors. In that study, the possibility for growth in the job was shown to be the most important general factor contributing to satisfaction, and poorly handled company policies and administration were

the most important general factors contributing to dissatisfaction. (Shaver, H.C. 1978, p. 61).

3. Research Question

The research question of this study was: Whether and to what extent, journalism graduates are satisfied with their job?

4. Hypotheses

H1: Majority of Journalism graduates are not satisfied with their jobs.

H2: Journalism graduates working in the television channels are more satisfied with their jobs as compared to those working in the print media.

5. Methodology

Data were collected through a questionnaire survey of journalism graduates working in the media organizations based in Islamabad, the capital of Pakistan. Two hundred respondents were taken through random sampling. One hundred respondents were belonging to TV channels and these were almost fifty percent of the whole population of television journalists in Islamabad, having journalism degree. The other one hundred respondents were belonging to print media organizations and they were selected through random sampling out of a total population of 400 journalism graduates working in the print media organizations of Islamabad, hence 25 percent representation was included in the sample. The questionnaires were got filled by the respondents in personal face to face meetings.

Results

All of the respondents cooperated and expressed their opinions about job satisfaction by filling the questionnaires. The following table shows their responses.

Figure 1: Job Satisfaction of Journalism Graduates

Category	Highly Satisfied	Satisfied	Satisfied to some extent	Not satisfied
Print Media	09%	19%	27%	45%
TV Channels	66%	19%	11%	4%
Overall Response	37.5%	19%	19%	24.5%

According to the results, first hypothesis is not proved but the second is proved. Journalism graduates working in the electronic media are more satisfied than those working in the print media organizations. Overall result shows that 37.5 percent respondents were highly satisfied, 19 percent were satisfied, other 19 percent were satisfied to some extent while 24.5 percent were not satisfied with their jobs. These results are against the first hypothesis which says that majority of Journalism graduates were not satisfied with their jobs.

Category-wise results show a different picture. In Print media, only nine percent graduates told that they were highly satisfied while in Television channels, 66 percent respondents told that they were highly satisfied. On the other hand, 45 percent of the respondents from print media said that they were not satisfied with their jobs while in the category of TV channels, only four percent graduates were not satisfied with their jobs. These results prove the second hypothesis which states, "Journalism graduates working in the television channels are more satisfied with their jobs as compared to those working in the print media."

The respondents who were satisfied or highly satisfied, stated the reasons for their satisfaction as good salaries, better working conditions, promotion chances, links with affluent and influential people and respect and protocol in society. The reasons of dissatisfaction stated by the dissatisfied graduates were low and delayed salaries, miserable working conditions, atmosphere of mistrust and doubts, less facilities and awkward and unnatural duty timings.

6. Conclusion

Most of the journalism graduates working in the print media are not satisfied with their jobs because of low and delayed salaries and poor

working conditions. But the newly opened television channels and the already running Government owned PTV channels have opened the doors of opportunities for journalism graduates offering them good salaries and better working conditions. The result is that most of the graduates are leaving print media organizations and joining TV channels like PTV channels, Geo TV, Indus TV, ARY, Aaj TV, Khyber TV etc. The matter is of great concern for the print media owners. They should change their policies and offer good salaries and working conditions to journalists so that talented youth may not leave their organizations. No doubt, in spite of the global rule and glittering of TV channels, print media have their own identity and importance.

Biographical Note:

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