

**CAREER PATH CHOICES OF FEMALE JOURNALISM STUDENTS AND
FEMALE JOURNALISTS: THE CAUSES WHY WOMEN STAY PUT AND
LEAVE NEWSROOM**

A project report submitted in

Partial fulfilment of the requirements for the award of the degree of

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Submitted by

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COLLEGE WITH POTENTIAL FOR EXCELLENCE

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MARCH 2022

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This is to certify that the dissertation titled, ‘**Career Path Choices of Female Journalism Students and Female Journalists: The Causes Why Women Stay Put and Leave Newsroom**’ prepared and submitted by **Sherin C A** in partial fulfilment for the requirements for the award of the degree of **Master of Arts in Journalism and Mass Communication** is a bonafide record of project work done by the student and is hereby accepted.



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DECLARATION

I hereby declare that the dissertation titled '**Career Path Choices of Female Journalism Students and Female Journalists: The Causes Why Women Stay Put and Leave Newsroom**' is an original work prepared and written by me, under the guidance of **Sangita Harry, Department of Communicative English, St Teresa's College** in partial fulfilment of the requirements for the degree of **Master of Arts in Journalism and Mass Communication**. This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

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Abstract

The thesis examines the career path choices of female journalism students and females journalists; the causes why women stay put and leave the newsroom. Thereby to understand the reason why in spite of the fact that every year a mass of female journalists are produced by various institutions which offer the course mass communication, the representation of women in the profession is very negligible. The study uses both quantitative and qualitative methods. A structured questionnaire was used as a tool to get quantitative data from various respondents and was circulated via Google forms through various social media platforms. Eight female journalists were interviewed to understand the perception of female journalists via telephonic interview. Snowballing sampling and convenience sampling was used as sampling methods for the study. The main objective of the study was to understand the career path choices of female journalism students; the motivation that made women stay put and leave the newsroom.

Chapter-1

INTRODUCTION

Journalism is defined as the art and science of using words for gathering, evaluating, producing, and presenting news and information to inform, educate and re-informing the public on the possible issues and events happening around the world. The oldest form of journalism is connected to periodical journalism which was distributed at regular intervals. The concept “journalism” which is derived from the term “journal” refers to a daily diary or register. According to most researchers, journalism means the “collection and editing of materials of current affairs for presentation, broadcast, and publication”. Otherwise, journalism can be defined as an act of communicating information to society through any of the media like newspapers, television, or even radio, and nowadays social media sites also come under the category.

Over time, the field has developed and has emerged as an important profession in the modern world. In the present world, the press is labelled as the “fourth estate” as it plays an important role in democracy and society respectively. As a part of the digital revolution, people now prefer the internet over television, radio, and other traditional media as their primary source of information. The characteristics of the internet, such as connectivity, intelligence, sense, and heterogeneity, have helped it to establish a strong presence in the world of new media. Communication is an extremely powerful tool that can contribute to the implementation of social change in any nation. And Journalism is considered a competitive, dynamic, and innovative field of Mass communication. It not only accelerates social progress but also helps in bringing the world together and alters the social landscape. During the nineteenth

century, traditional media strategies were deployed by media professionals as a way to send and receive information from different parts of the world. But the digital era made it easier for the people to have a more clear understanding of the information as it was accompanied by photographs.

1.1 History of Indian journalism

Journalism in India has a history of more than 230 years. And the growth of Indian journalism was aided by the missionary works and the freedom struggle. The first-ever paper published in India Bengal Gazette by James Augustus Hickey was truly a piece that denotes a one-man show as he was editor, printer, and publisher. The other newspapers that followed were the Bengal Journal, Calcutta Chronicle, Madras Courier, and Bombay Herald. However, the British East India Company's censorship rules limited all of them. Between 1799 and 1823, the colonial rulers issued multiple Acts to govern the press in the country. The Press Act of 1835, often known as the Metcalfe Act, was a legislative outlier at the time, establishing a more free press policy. One of India's most stringent prohibitions on press freedom was the Vernacular Press Act of 1878. Viceroy Lord Lytton introduced this law, which granted the government broad authority to regulate articles and opinions in the vernacular press. It was an attempt to keep criticism of British policy out of the popular press. Journalism was used as a tool by the Indian journalists as a way to mitigate and overthrow the social evils that existed including untouchability, the harmful practice of sati, and child marriage, which still exists to a certain extent. Raja Ram Mohan Roy, a pioneer of Indian journalism, started the Bengali monthly "samvadkaumudi" to abolish the sati system that prevailed in the culturally bound India. Mahatma Gandhi's Salt Satyagraha used the press extensively to mobilize the people against the British. The enmity between the press and the administration grew

even stronger. In response to Gandhi's imprisonment in 1930, Congress passed the Press (Emergency Powers) Act of 1931. It gave regional governments censorship powers. Many papers also started to get published in India during the 19th century, a period during which Indian newspapers had a miraculous development.

1.2 Women in Indian media

India showed drastic social changes during the period of British rule including education among women. Even though initially it was the women from the upper class who received the education. However, with short notice of the time, women's education became as crucial as men's. During the time of the freedom movement, many female faces were found to be in front writing revolutionary pieces.

Vidya Munshi is recognized as India's first female journalist, having worked for a variety of publications, including ten years with Russy Karanjia's Blitz. She then in 1942, joined the Communist Party of Great Britain, when communism was illegal in India. She broke several important stories that drew national notice back in those days, which included a conspiracy hatched by two Canadian pilots who were smuggling gold through the Aansol mine tragedy at Chinakuri and the Sunderbans. Then came Homai Vyravalla, who was commonly known as "Dalda 13", and was considered the first photojournalist of India. She started her career photographing some of India's most powerful politicians in the 1930s, including Mahatma Gandhi, Jawaharlal Nehru, and Indira Gandhi. Other than these, she captured some of the most iconic shots throughout World War II, with all these images published under the pseudonym "Dalda 13".

Pratima Puri became the first television newsreader when Doordarshan began airing a 5- minute news program in 1965. Interviewing Yuri Gagar, the first man in

space, was an iconic personality of the time, even though nothing is known about her. While celebrities such as actors and dancers were not respected, women newsreaders like Pratima were the role model for women in India. In a nation like India, where Cinema is considered a religion, Devayni Chaubal came to the forefront to cover this beat. Chaubal, who came from a wealthy family, was best known in the 1960s and 1970s for her fortnightly piece “Frankly speaking” in the famous film magazine “star and style”. She was the first woman to write in “Hinglish”. Prabha Dutt, Barkha Dutt's mother, began her work with Hindustan Times, but the editor informed her that the publication did not hire women after she completed her training. They did, however, change the regulation to include her. She was a national newspaper's first senior correspondent. Her daughter Barkha Dutt later became a well-known journalist for her front-line battle reporting during the 1999 Kargil War between India and Pakistan. Dutt has received various awards, including the Padma Shri, India's fourth-highest civilian honour.

Few women's faces made it to the top of the pyramid; they were suitably competent, had long track records, and had done some amazing work. Women in the media have several prospects for advancement. Women have already risen to the top of the corporate ladder, but women in most of the South Asian media, which includes India, had a more difficult time. Female journalists in India face numerous challenges and difficulties

1.3 Condition of Kerala

However, in Malayalam media, women encounter significant obstacles in advancing in their careers. In Kerala, just like other states in India, men are considered to be more in number than women in media organizations. Malayalam has

75 daily newspapers, which include tabloids, almost 72 audiovisual channels (65 television channels and 7 radio stations), and ten news websites as per the reports (PRD Directory, 2015). While women are underrepresented in the print media, their numbers are increasing in television and radio stations. Kerala, like other states, has a strong female presence in the audiovisual media. Many excellent women journalists in Kerala are attempting or working hard to establish themselves in this field.

Leela Menon, a veteran journalist, is considered a trendsetter for her unique reports and a fearless journalist with a keen sense of what was going on in the world. Veena George is another well-known name among Kerala's female journalists. She was the first woman executive editor of a Malayalam news station, and now she is the health minister of Kerala. In India, the male-to-female ratio is in favor of women. The media is also referred to as the fourth pillar of the government apparatus, which includes the legislative, executive, and judicial branches. However, women journalists face numerous obstacles in their careers. The news is continually presented from a male perspective. In other words, every news item or inquiry report is heavily skewed toward men and reflects a patriarchal mindset.

In most Kerala newsrooms today, men are in charge of media organizations or editing news stories. Most Indian newspapers do not assign women, reporters, to night shifts, which is a disadvantage for women. It is considered as not safe for female journalists to work night shifts because they will have to return home at inconvenient hours. The TarunTejpal case of sexual harassment of a female coworker is still fresh on the pages of every print media outlet in the country, making it difficult to dismiss. Another important issue that female journalists confront is gender discrimination at work when it comes to allocating beats, stories, and promotions to higher positions. Since journalism has always been viewed as a male-dominated field, women often

face a storm of criticism and abuse. The inadequate remuneration of journalists is a common occurrence in Kerala right now. This is particularly true for newcomers. On a contract basis, the management recruits trainee journalists. Young journalists in desperate need of work accept whatever amount is handed to them. Women journalists also face numerous other issues too which include, work-life balance, poor pay for the job, societal pressure etc. In modern society, journalism is a conclusive job that many young people want to follow. Many women aspire to have a successful career in this profession. There is also a mismatch in the number of female students who take journalism for their graduation and the number of female journalists working in the newsroom. Even Though a huge number of students have chosen their career in journalism most of them lost their interest half of the way due to several reasons.

1.3.1 The pressure of society on women

In India, women are seen as the source of all power. However, the truth is completely different. She is a powerless being with no distinguishing status other than that of a wife, mother, or daughter-in-law with limited decision-making powers, much alone the freedom to make choices. The key to closing the gender gap and ensuring a higher quality of life for all is to improve women's status in society.

Male domination in professions such as journalism is primarily due to women's degraded condition, which considers them inferior to males, and the roles they are obliged to perform in real-life settings. Women's situation has improved as social practices that prevailed in India like sati, polygamy, and child marriage have been abolished, and they now have property rights and access to education and jobs. The media must play a crucial role in the upbringing of women's status. But the truth

is that women's issues rarely make the front page of newspapers unless there is a horrible murder or rape with sensational implications.

1.3.2 Late night work and challenges in the office

In the olden days, women journalists were not permitted to stay late at work. Because of their family's restrictions, they refused to work late. Though there is a significant shift in the way women and their families think, it is a slow process. Climbing the corporate ladder is a huge effort in and of itself. They are unable to compete with their professional male counterparts because of a variety of issues. Gender discrimination is common in the workplace, with men treating women differently.

Dropping female journalists off at home after their night's work is seen as a liability. Apart from that, separate washrooms and lounges, as well as refreshment facilities, which are required to establish a favorable environment, are rarely appreciated. Leaves for childbirth or childcare are seen as an impediment in the male-dominated newsroom, and promotions are halted. Women are put under a lot of stress because of their domestic responsibilities and their commitment to their jobs. This excessive workload at home and work has an impact on their personal lives. Which forces many women to quit their jobs after marriage or having children. To reduce this stress many females start to work in magazines which include easier working hours and that too most of them are seen in magazines that deal with lifestyle, fashion, glamour, fitness etc.

1.4 Need for the study

The research focuses mostly on the lack of female journalists in newsrooms. This research will examine why there are so few female journalists in the newsroom,

even though the majority of them have entered the university with journalism as their major subject. The purpose of this study is also to analyse female journalists' gender discrimination and inequality in the media.

1.5 Objectives of the study

1. To understand the career path choices of female journalism students
2. To understand the attitude of female students towards journalism as a career
3. To understand the challenges faced by women in journalism
4. To check whether journalism is a male dominant field
5. To check why there is a lack in the number of females working in the

newsroom

1.6 Research questions

1. Why is there a lack of female journalists?
2. Do female students have a negative attitude towards journalism?
3. What are major problems faced by female journalists?

Chapter-2

REVIEW OF LITERATURE

Since the study is carried out to find the career path choices of journalism students and female journalists and the reasons why they stay and leave the newsrooms; much literature was reviewed. This review of the existing studies lays the foundation to build a structure of the research and paves the way for the methodology that will help in the fundamental interpretation of the findings.

Many studies have been conducted on the conditions of women journalists, focusing on their position in the print and electronic media, the problems and gender discrimination they confront, how they combine life and work, and their under-representation in the profession. All of these factors play a significant influence in deciding whether or not to stay in the field. Without having an idea of the actual problems faced by the female journalist the study cannot be carried out. The findings of many studies prove that journalism is a male-dominated profession. In a study conducted by UNESCO and UN Women and the International Federation of a journalist (IFJ) on “Challenges and Aspirations of Women Journalists in Asia and the Pacific”, it was found that although the women's presence in media has doubled in the decades, only 28.6 per cent of them constitute in the media workforce and the number of men outnumbers women 4:1 in India. And it points out that the majority of women journalists today are still concentrated on the lower rungs of the profession. And sexual harassment also remains an issue in the industry.

Keeping the objectives of the study in mind, this review has been classified into four categories like; Work Environment, Self Confidence, Gender Discrimination, and the challenges faced by them. Similarly, a study was conducted to

identify the work-life balance of female media professionals of Kerala in which the questionnaires were distributed among female journalists from all over Kerala to explore the factors that contribute to their work environment. And from the study, it was found that the female journalists are facing work-life imbalance and they are missing out on quality time to spend with their family due to the pressure of work.

2.1 Gender Discrimination

Gender discrimination in the workplace has become a great problem these days. In Kerala it is very clear that there is a wide gap in the ratio of males and females working in the journalism field. As per the data available on the PRD directory (2013) which was published by the Government of Kerala only 10% of women are working out of the total journalists working in various print and electronic media. Even though the number of female journalists is increasing in recent times they still occupy low positions only a few would reach the executive or the editorial positions and this shows that it is still a male-dominant profession.

Patowary, H. (2014) conducted a study to investigate how women are portrayed in Indian media the study includes media like visual and print which was done through a feminist perspective. The objectives of the study were to examine the feminist perception of media and also the media's part in building the images of women. For this study the researcher used the Analytical method by making use of materials that already exist and these materials were analysed for a critical evaluation. And also the secondary data which includes the books, and journals were used for the study. The study concluded that the overall outcome of the depiction of women in Indian media is to fortify rather than bring down the prejudices and the stereotypes.

Also, point out that the media in India had not made any sufficient efforts to discuss the serious matter concerning women.

Ross, K. (2001). The study tries to investigate the importance of gender among working women journalists. A postal survey of the members of British women journalists was used as the measurement for data collection. According to the findings of the study, gender plays a crucial role in the newsroom for some women, while it does not influence others. The journalists also pointed out certain issues that are concerned with working in the male-dominated field like the coverage of issues related to women being given low priority and a majority of them resist journalism due to family responsibilities.

Lobo, P., Silveirinha, M. J., Torres da Silva, M., & Subtil, F. (2017). Carried out a study to examine how journalists both men and female are experiencing and enunciating gender in their lives and media production. The study uses a qualitative method where semi-structured interviews were conducted among the 18 Portuguese journalists. The responses from the journalist were analysed through a feminist lens and the study concludes that certain organizational factors and gender plays an important role in the journalist's attitude and perception regarding the gender role in their work.

Tzeng, R. (2006). Conducted research to understand how female emigrants deal with gender-based stereotypes and discrimination that they are facing in their home country and the host country, along with it how they manage their home-work conflicts. The method used for collecting the data was a qualitative method by interviewing 21 women emigrants working under various multinational companies throughout Taiwan. Through the study, it was evident that in most of the home

companies the stereotyping and the gender differences are not important phenomena and the result should be interpreted carefully as the informants have no complete information and that all the overseas assignments are protected under the anti-discrimination laws.

2.2 Work Environment

The National Union of Somali Journalists (NUSOJ), a media organisation based in Somalia, conducted a survey in 2010 on the insecure working conditions of journalists. The survey investigates the problem, its consequences, and the factors that lead to it. It also shows how working conditions in a media organisation can be improved. From the study, it was evident that women and young journalists are heavily exploited and sexually harassed, and women have no role in the decision-making positions. Protests for a better work environment are often met with threats of dismissal. Women also get fewer wages compared to the male working in the field of journalism (NUSOJ, 2010).

(Phil, n.d.) Carried out an empirical study to explore the status of women working in the Hindi print media. The study focuses on the in-depth interviews of women working in the Hindi newspapers in Delhi. From the study, it was concluded that even though a large sum of women is working in the Hindi print media they lack the basic facilities like transportation, the maternity leave, healthy environment in working. In this study, it was also found that the women in these print media do not have equal access to making the decision and marriage is considered the biggest hurdle in the profession and many women restrict themselves from getting married or having kids.

(El Semary, 2012) his research discusses the attitude of Arab women reporters' job satisfaction and understands the factors associated with the job satisfaction of these female reporters. The study also examines how the policies imposed by management and the ownership affect the female reporter's job satisfaction. Both qualitative and quantitative methods were used for the study. The study includes an in-depth interview of 10 personnel from TV stations working in government and non-government organizations. Certain theories like the two-factor theory by Fredrick Herzberg and the masculinity-femininity theory of Hofstede were chosen to analyse the data and the variables were also used by the researcher. The study concludes that the women in the newsroom have lower expectations of the job than their male counterparts as the field is considered to be a male-dominated one. And the job satisfaction in the government TV station is comparatively lower than the non-governmental station.

To figure out the what the female journalists feel while working in the male-dominated profession and to identify the major problems faced by them and how these challenges effects their work (Nawaz, 2017) carried out the study used quantitative methods and the female journalists from all parts of Punjab forms the population out of which 44 journalists were selected as the sample. Purposive sampling was used for the sampling. The study concluded that a positive attitude is exhibited by the women journalists towards the profession and also that not much affected by the challenges that are assumed by the people.

2.3 Self Confidence

While examining gender inequalities in workholism and related variables like job behaviour, work and the outcomes of Norwegian journalists' well-being. Burke

and Matthiesen (2009) find that women report higher levels of exhaustion in the profession. For this study, the data was collected from 211 journalists among which 138 were male and the rest women using questionnaires that are collected anonymously. Less efficacy in the profession and lower satisfaction level and well-being are also seen among women workers. This, while most women feel driven to work (Burk & Matthiesen, 2009).

(Strong, n.d.) His study explores how women are represented in sports journalism and understand the challenges that are faced by them. Through the study, he also investigates the major changes that are occurring in the reporting as the presence of women journalists is increasing in the locker room. To identify what the female journalists have to say about the sports reporting scheduled short surveys were carried out for the study which is composed of open-ended questions. Women who are already working in the press or one who works outside the room like interviewing the people comprised the sample of the study. This research, it was also explored how the players feel about women reporting on sports events. Through the study, it was evident that the female reports have faced some kind of discrimination at some point and women are not confident enough to report the events like sports.

2.4 Challenges Faced by Women Journalists

(Buddhapriya, 2009) conducted a study intending to investigate how various factors like marital status, family responsibilities, and managerial level affect women professionals in considering their careers. The research also focused on identifying the barriers that restrict them from career advancement. 120 women working under various government, non-government, and NGOs formed the sample for the research. It was evident from the analysis that these factors play a huge role in hindering their

career advancement and these women professionals are unable to utilize their potential as they are tied up with family responsibilities.

(Kalra & Boukes, 2021) the study tries to explore how the decision-making of journalists is affected by gender bias. The study discovered a correlation between increasing journalists' knowledge of gender prejudice and improving their performance. Implicit Association Test was used for the study to determine their unexpressed gender prejudice. From the results, it was indicated that to avoid biased work, the journalists should be conscious of the inbuilt biases. And small awareness can help to improve the objectivity of the media.

To explain the Indian working women's real condition (Dashora, 2013) came up with an article by makes use of the secondary data. Gender prejudice is a hurdle in the recruitment stage itself, and women are paid less than males in terms of salary. A women's work is not just confined to paid employment, but they have to encounter a lot of obstacles like holding the burden of households. If she had control of the money she earned she could be able to bear these obstacles. However, the money is given to the husband, in-laws, or father. Women colleagues, even though bound by psychological and social convention, do not support their sex. All these problems make women less eager to proceed in their careers.

(Tiwari et al., 2018) through the study tries to identify the factors connected with the discriminatory problems that are faced by working women professionals. Even though many studies were conducted in this context, the current study focuses on evaluating the factors that hinder them in their promotions and work allocation. The study was conducted among the female workers from Gwalior City and used the factor analysis and Cronbach's alpha as a measure for the study. Semi-structured

questionnaires were distributed among 160 working women out of which 120 responds to questions forming the sample and the researcher opt for convenience sampling. The analyses show that discrimination exists in the workplace and some of the major factors are prejudices, workload participation and work, gender orientation and family.

Even though plenty of research have be done on the condition of female journalists working in the media houses in Kerala. The present stresses why there are comparatively fewer women journalists when a large number of them graduate every year.

Chapter-3

METHODOLOGY

3.0 Introduction

Research methodology is the systematically theoretical analysis of the methods applied to a field study. Research methodology is a way to systematically solve the research problem and all those methods which are used by the researcher during studying his/her research problem are termed research methods (Kothari, 2004).

It comprises specific procedures, techniques and methods adopted to conduct the research effectively. The chapter is categorized into various titles such as research, design, sampling design, tools used and methods for data collection etc.

The study “Career path choices of female journalism students and female journalists: the causes why Women stay put and quit the newsroom” is carried out to analyse the attitude of female students towards journalism as a profession especially why there is a lack of females in the profession when a large number of students are graduated from different universities and colleges. The study also aims to identify the attitude of female journalists towards the profession along with the problems that they have to encounter.

3.1 Research Design

Research design is the framework of methods adopted to conduct the research. The research design is a framework for conducting the study and collecting data. It is defined as the specific methods and procedures you use to acquire the information

you need (Smith 2012). Research design has to be thoroughly specific as to what methods of data collection are followed.

The study uses the triangulation method of data collection. Triangulation means using more than one method to collect data on the same topic. This is a way of assuring the validity of research through the use of a variety of methods to collect data on the same topic. It involves different types of samples as well as methods of data collection. However, the purpose of triangulation is not necessarily to cross-validate data but rather to capture different dimensions of the same phenomenon.

Since the topic of research is “ Career path choices of female journalism students and female journalists: The causes why women stay put and quit the newsroom” research adopts a combination of both qualitative and quantitative methods of research where a certain number of female journalism students and female journalists will be selected voluntarily and would be surveyed with the help of online containing 14 and 15 questions each were created and passed on to them in the form of a survey via Google form and telephonic interview, the responses are being recorded. Getting to a conclusion with the responses from a very few people would make the research biased. Therefore, the more the number of responses, the more accurate the study will be.

3.1.1 Quantitative Approach

Quantitative research is based upon the measurement of quantity or amount. It applies to a phenomenon that can be expressed in terms of quantity (Kothari, 2004). The quantitative data collection methods rely on various structured data collection instruments that fit diverse experiences into predetermined response categories. They create easy results, to sum up, differentiate, and generalise.

For this study, a structured questionnaire was used as a tool to get quantitative data from various respondents, especially to understand the reasons why there is a lack in the number of female journalists when a large number of students graduate every year.

3.1.2 Qualitative Approach

Qualitative research is concerned with the qualitative phenomena, i.e., phenomena relating to or involving quality or kind. Mostly employed when investigating the reasons for human behavior (i.e., why people think or do certain things) and therefore motivation research is an important type of qualitative research (Kothari, 2004).

This approach is employed in the study to discover the causes why women stay put and leave the newsroom. The research technique used in this study to collect qualitative data was by conducting structured, telephonic interviews with eight female journalists, those who are currently working in the field and the ones who have left the profession. “The information secured through interviews is likely to be more correct compared to that secured through other techniques,” (Vijayalakshmi and Sivapragasam, 2008). Interviews can probe for deeper meaning and respondents can further explore the causes that forced the females to stay in the profession or to leave the job. The interview covered mainly the following points: work experience and job satisfaction, inadequate number of females in the newsroom, factors that influence the career choice and finally the causes that motivated them to stay put and leave the newsroom.

3.2 Questionnaire Design

The online survey and telephonic interview were used as the main research technique for this study. According to “*Introduction to Using Online Surveys*” (Ritter & Sue, 2007), an online survey works best in situations where a list of potential respondents is known to have emails and good internet access, and it is very useful to the target respondents as they are geographically dispersed. Here, since the study is about female journalism students and female journalists, an online survey is best suited for collecting responses from students. A well-structured questionnaire was used that contains both open and close-ended questions. The online questionnaire was designed with the help of Google Forms, the link of which was sent to the respondents via social media platforms such as WhatsApp and Instagram.

3.3 Sample for the Study

A survey method was considered over all the other forms of data collection to collect comprehensive data directly from the primary sources. The population selected for the study consists of female journalism students and journalists from Kerala. Out of which 100 female journalism students and eight female journalists form the sample size. As the survey was conducted via online mode and telephone, the sampling methods selected for the study were snowballing and convenient sampling methods which are categorised under the non-probability sampling methods.

The questionnaire for female students is mainly divided into various parts. The first section of the questionnaire is aimed at collecting the general information about the students like age, Qualifications, the career they are considering after graduation is it journalist or non-journalistic, and what field they would like to specialise in. The next part of the questionnaire deals with the reason that lead them to change their

mind about choosing a career after entering graduation and what is their preference for peer groups after graduation. The last part covers the factors that influence them to choose a career and the factors that are important for them in a job.

3.4 Sample Size

Among a large number of female students and female journalists, a total of 100 students and 8 journalists were selected as the sample size for this study. This sample size includes female journalism students and female journalists both working and the one who left the newsroom in Kerala.

3.5 Sampling Method

Amidst an enormous number of sampling methods available in the field of research, convenient method and snowballing sampling methods were selected for this particular study. In this field, there are mainly two types of sampling methods, probability and non-probability methods. The above-used methods belong to the non-probability type of sampling.

3.6 Tools used for Research

One of the most important tools used for this study was a survey that was conducted online and by telephone. The survey was structured in the form of a questionnaire. The questionnaire for female journalism students consisted of 14 questions, out of which 11 questions were multiple-choice questions and 4 were open-ended questions. The questionnaire for female journalists consisted of 13 predetermined questions. These questions were circulated among the desired sample audience as a Google form, utilising various social media platforms such as WhatsApp and Instagram. These methods helped in facilitating effective data collection.

This entire research was conducted with all proper and ethical principles throughout the study. Every participant who took part in this study was well informed about the purpose, objective, aim and the entire process that would be involved in this study. No personal data or information of any of the participants was neither collected nor used in the study and it was confirmed that all of them have given their consent to take part in the study and are aware of the purpose and their role in this particular research that had been carried out.

Chapter 4

ANALYSIS AND INTERPRETATION

The study's main objective was to identify the career path choices of female journalism students, the attitude of female students toward journalism as a career, the major problems faced by the women journalists and to check the reasons for the inappropriate ratio of journalism students to female journalists. All the information gathered for the study to answer the research questions and meet the study's objectives is thoroughly analysed and interpreted. This chapter presents the analysis and interpretation of the data gathered from the female journalism students and female journalists through online questionnaires.

Responses from the survey are emphasized using various forms of geographical representations and a simple percentage analysis is done to analyse and further describe the data. This chapter is also divided into sub-headings to throw more light on questions asked to the respondents. The data first analysed will be of the female journalism students which will be followed by the female journalists.

4.1 Age of the Respondent

While examining the age of respondents, 100 responses were collected. Table 4.1 and figure 4.1 illustrate the result.

Table 4.1 Age of respondents

Age	Frequency	Percentage
18-20	19	19%
21-23	69	69%

24 and above	12	12%
Total	100	100%

The data from table 4.1 has been represented as a chart as shown below which gives the overall percentage regarding the age of the respondents.

Figure 4.1 Age of the respondents

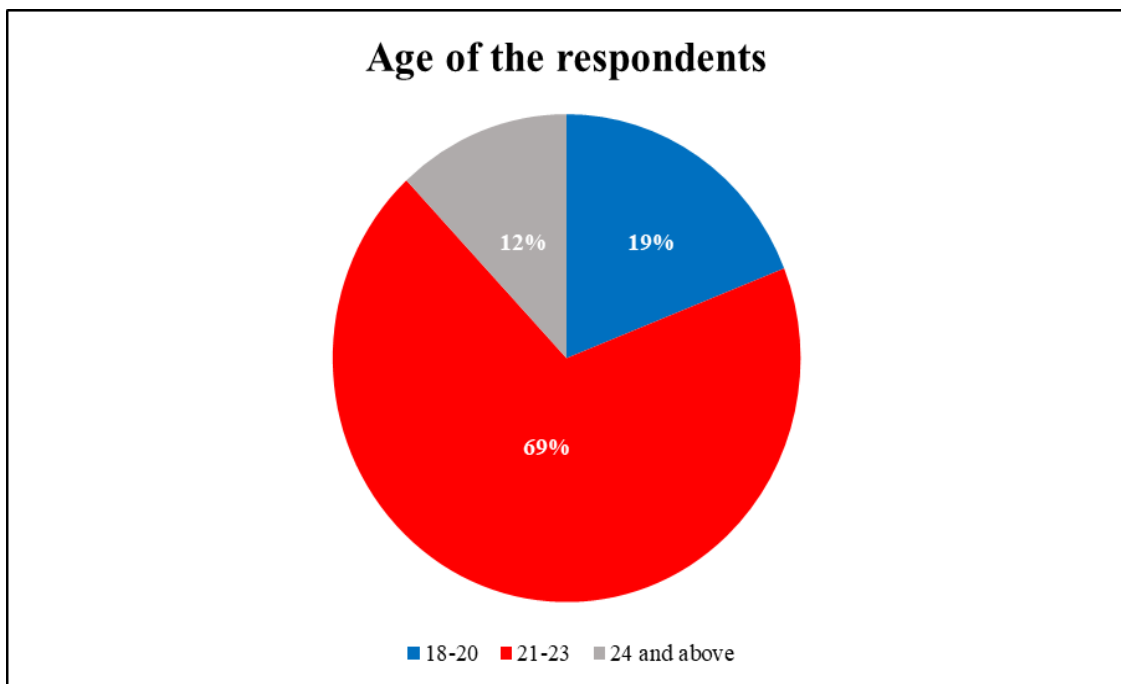


Table 4.1 and figure 4.1 shows that 69% of the students have responded to an age group between 21-23. 19% of the students have reported between an age group of 18-20. And only 12% of them responded as 24 and above.

Therefore from the results obtained it can be inferred that the majority of the respondents (69%) who responded to the questions belong to an age group of 21-23. Only 19% responded to be 24 and above.

4.2 Career Path Choice after Graduation

Respondents were asked about the type of career path that they are considering after graduation from the two categories listed in the questionnaire. Out of 100 respondents, 100 responses were collected. Table 4.2 and figure 4.2 illustrate the results.

Table 4.2 Career Path Choices after Graduation

Type of career path	Frequency	Percentage %
Journalistic	28	28%
Non- Journalistic	72	72%
Total	100	100 %

The data from table 4.2 has been represented as a chart as shown below which gives the overall percentage regarding the interest of students in their career options after graduation.

Figure 4.2 Career Path Choices after Graduation

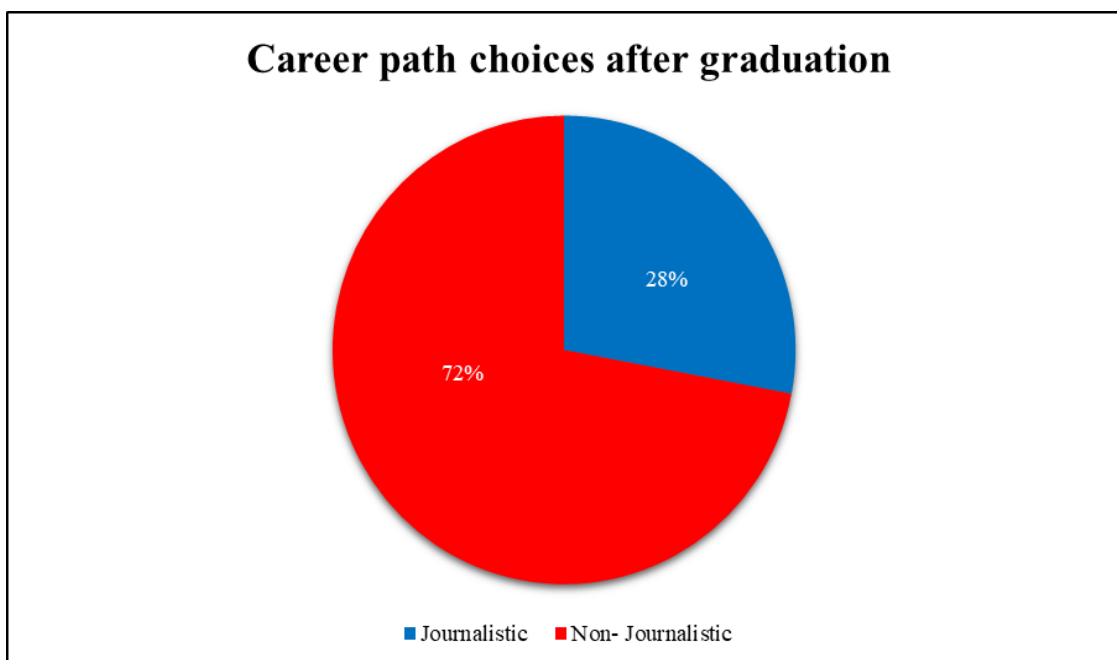


Table 4.2 and figure 4.2 shows that 72% of the students who responded to the question are planning to choose a Non- Journalistic career after graduation. It can also be seen as 28% of the respondents to the question are interested in Journalistic careers.

Therefore from the above data, it can be inferred that the majority of the students are more interested in a Non-Journalistic career including public relations, teaching etc. than a Journalistic career which includes editing, reporting and others.

4.3 Career Change during the Course

The respondents were asked whether this change in career path happened during the course. They were given the option to choose between “yes or no”. Out of 100 respondents, 100 responses were collected. Table 4.3 and figure 4.3 illustrate the result.

Table 4.3 Career Change during the Course

The change in career path happened during the course	Frequency	Percentage
Yes	39	39%
No	61	61%
Total	100	100%

The data from table 4.3 has been represented as a chart as shown below which gives the overall percentage regarding how many students had a change in their career path while doing their course.

Figure 4.3 Career Change during the Course

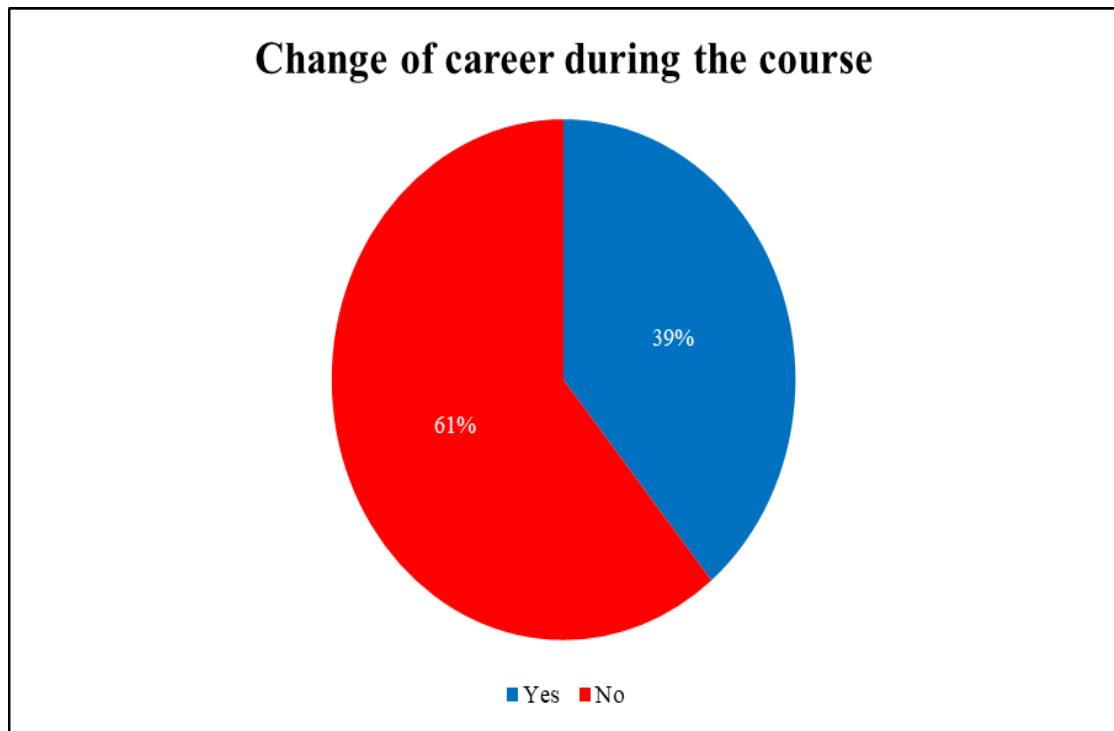


Table 4.3 and figure 4.3 shows that 61% of the students who responded to the question had answered as “yes” and 39% of the respondents answered the question as “no”.

Therefore from the above data, it can be inferred that for the majority of students (61%) there was no change in their career path during the course. Whereas for the rest of them the change in their career path happened during their course.

4.4 Factor Responsible for Change

With an objective to understand the factor that led these respondents the respondents were asked to choose from the options that were provided in the question. Out of 100 respondents, 100 responses were collected. Table 4.4 and figure 4.4 illustrate the results.

Table 4.4 Factor Responsible for Change

Factors	Frequency	Percentage
Poor pay for journalists	15	15%
Job insecurity	22	22%
Risky profession	19	19%
No work-life balance	23	23%
I have not changed my mind	47	47%
Lost interest during the course	9	9%
Others	5	5%

The data from table 4.4 has been represented as a chart as shown below which gives the overall percentage of the idea of the real factors that were responsible for the change in the career path of these female journalism students.

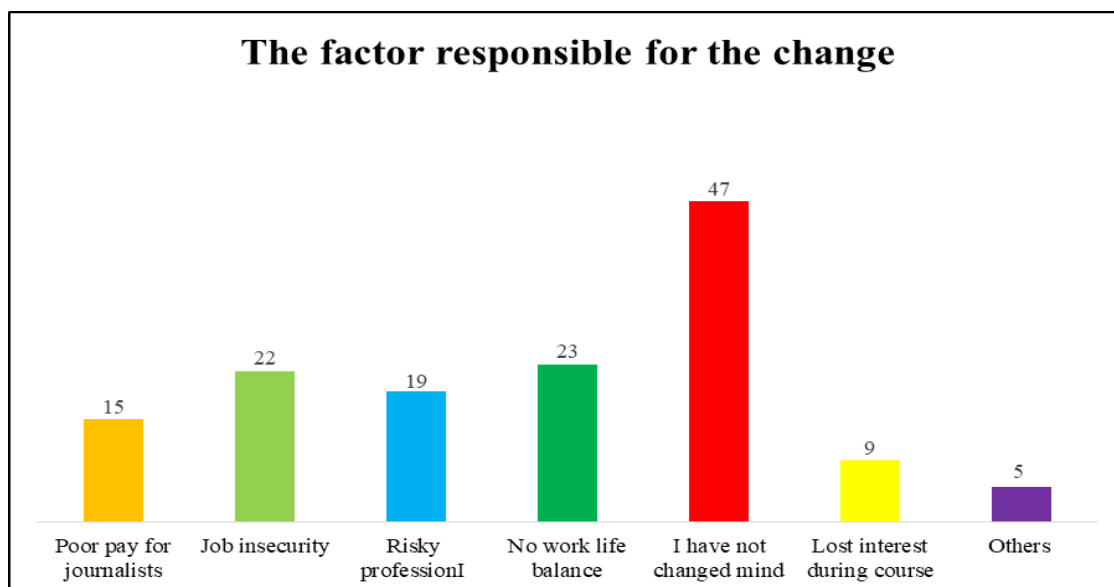
Figure 4.4 Factor Responsible for Change

Table 4.4 and figure 4.4 shows that 47% of the students who responded to the question had answered as they didn't have any change in their career path. Whereas 23% of them stated that “no work-life balance” was a major factor that was responsible for their change in decisions. 22% of them were of the opinion that they were forced to consider other fields due to the job insecurity of the profession. 19% of them considered journalism to be a risky profession. 9% of the respondents had lost their interest in the profession while doing their graduation. 5% of them opted for the option in which they clearly defined that they are interested in teaching and many had found many other options.

Therefore from the above data, it can be inferred that the majority of the students had no change in their decision to pursue a career in journalism. And the rest of the students consider the major factors as risky professions, job insecurity, no work-life balance etc.

4.5 Media Interested In

The respondents were asked to express their opinion on the media that they are interested in. and which media will be chosen by them if they get an opportunity to work in any of the media. The question was equipped with two options as answers; electronic or print. Out of 100 respondents, 100 responses were collected. Table 4.5 and figure 4.5 illustrate the result.

Table 4.5 Media Interested In

Media	Frequency	Percentage
Electronic	59	59%

Print	41	41%
Total	100	100%

The data from table 4.5 has been represented as a chart as shown below which gives the overall percentage of the idea on the most interesting media to work in by the respondents.

Figure 4.5 Media Interested In

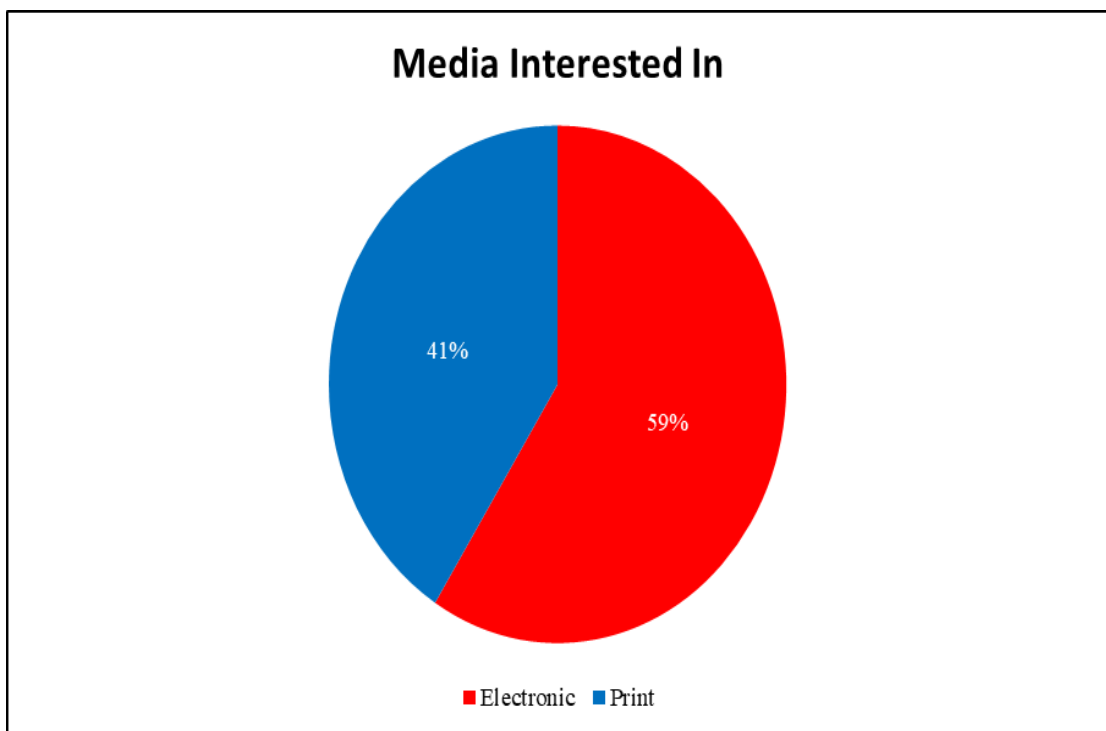


Table 4.5 and figure 4.5 shows that most of the respondents (59%) prefer electronic media to work in and the rest of the respondents showed their interest in print media.

From the results obtained it can be inferred that the majority of the respondents prefer to work in electronic media rather than print media.

4.6 Chance to Interact with Female Journalists

The respondents were asked whether they had received any chance to meet and interact with the female journalist working in the newsroom. By which it can infer the opinions of these female journalists about their profession. Out of 100 respondents, 100 responses were collected and table 4.6 and figure 4.6 illustrate the results.

Table 4.6 Chance to Interact with Female Journalists

Have you ever received a chance to interact with a female journalists	Frequency	Percentage
Yes	37	37%
No	63	63%
Total	10	100%

The data from table 4.6 has been represented as a chart as shown below which gives the overall percentage of the idea of how many students had really got the chance to meet and interact with a female journalist.

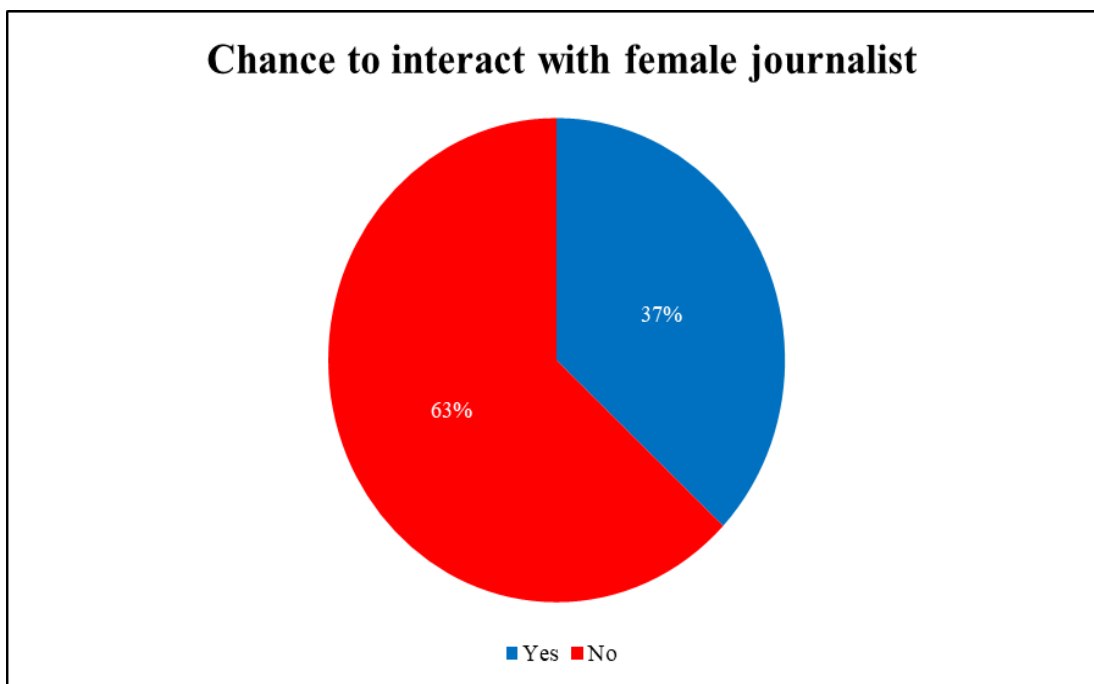
Figure 4.6 Chance to Interact with Female Journalists

Table 4.6 and figure 4.6 shows that 63% of the respondents answered “no” and 37% of the respondents as “yes”.

Therefore from the data received it can be inferred that the majority of students had no got chance to meet or interact with a female journalist. This means they had no idea of the real and actual condition of the female journalist working in the field.

4.7 Level of Satisfaction

The respondents were asked to mention the level of satisfaction with the job of the female journalist whom they had met or interacted with. Out of 100 respondents, 50 responses were received. Table 4.7 and figure 4.7 illustrate the results.

Table 4.7 level of Satisfaction

Level of satisfaction	Frequency	Percentage
Super satisfied	12	12%
Satisfied	42	42%
Adequate	34	34%
Unsatisfied	12	12%
Total	100	100%

The data from table 4.7 has been represented as a chart as shown below which gives the overall percentage of the level of satisfaction of female journalists.

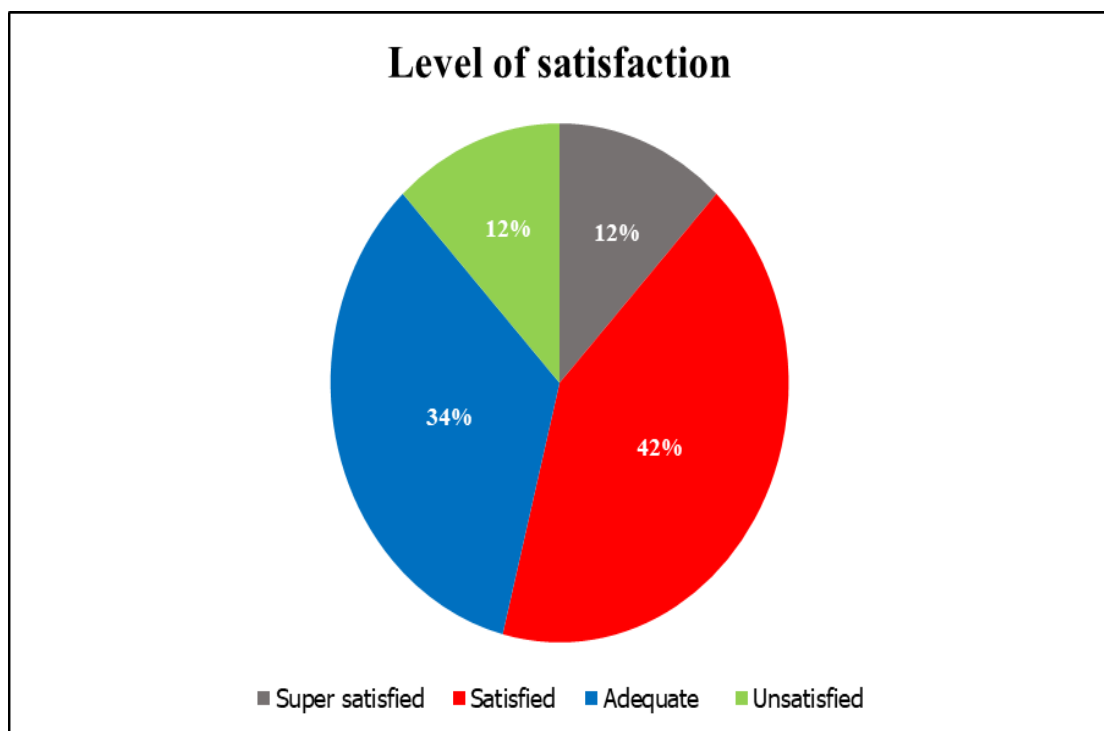
Figure 4.7 level of Satisfaction

Table 4.2 and figure 4.2 shows that 42% of the students who responded to the question are being informed by the female journalist as they are super satisfied in their jobs. And 34% percentage marked as adequate to the question. 12% of the students were told by the journalists that they were super satisfied and the rest 12% per cent were informed as they are not at all satisfied.

Therefore from the above data, it can be inferred that the majority of the female journalists working in the newsroom are satisfied in their profession.

4.8 Career Consideration of Peer Groups

With an objective to understand the career aspiration of the peer groups of the respondents after graduation, the question was put forward with various options. Out of 100 respondents, 100 responses were collected. Table 4.8 and figure 4.8 illustrate the results.

Table 4.8 Career Consideration of Peer Groups

Options	Frequency	Percentage
Investigative journalism	28	28%
Court reporting	9	9%
Photojournalism	34	34%
Business journalism	11	11%
Public relation	19	19%
Teaching	44	44%
General politics	7	7%

Others	22	22%
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The data from table 4.8 has been represented as a chart as shown below which gives the overall percentage of the idea of the career consideration of the respondent's peer groups.

Figure 4.8 Career consideration of peer groups

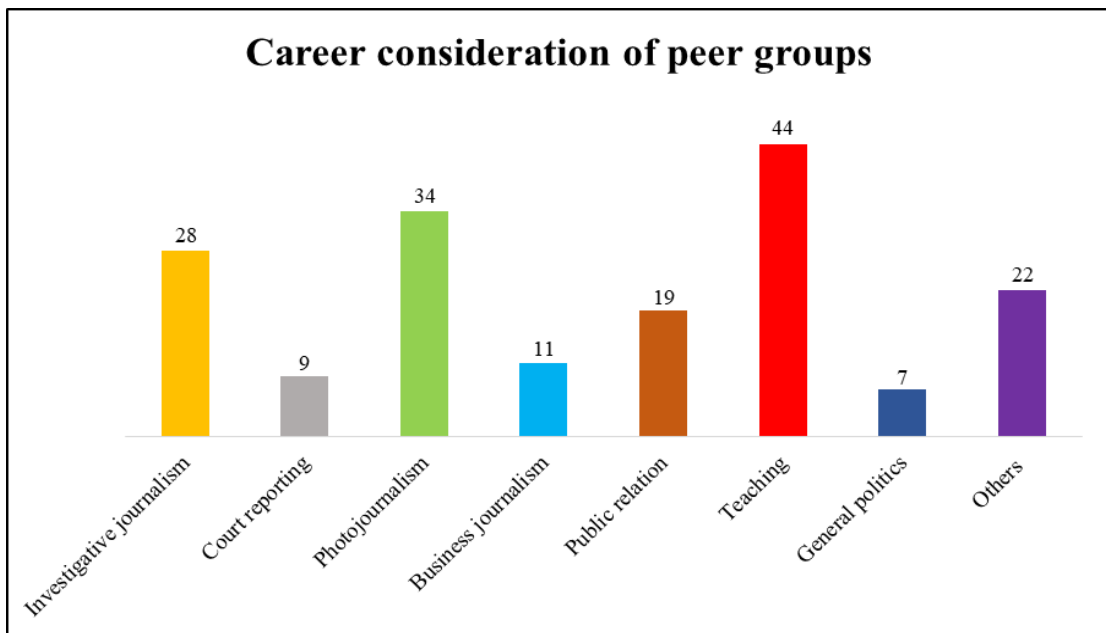


Table 4.8 and figure 4.8 show that the majority of the respondents (44%) have marked teaching as the major consideration of their peer groups. And around 22% of the respondents choose other fields. 34% of them have chosen the option of photojournalism. 28% of the respondents were of the opinion that investigative journalism was the career chosen by their peer groups. 19% of the respondents have answered it as public relations. 7% of them are interested in general politics.

Therefore from the results collected it can be inferred that the majority of the peer groups of the respondents prefer teaching other than any journalistic field.

4.9 Influential Factor behind Career Path

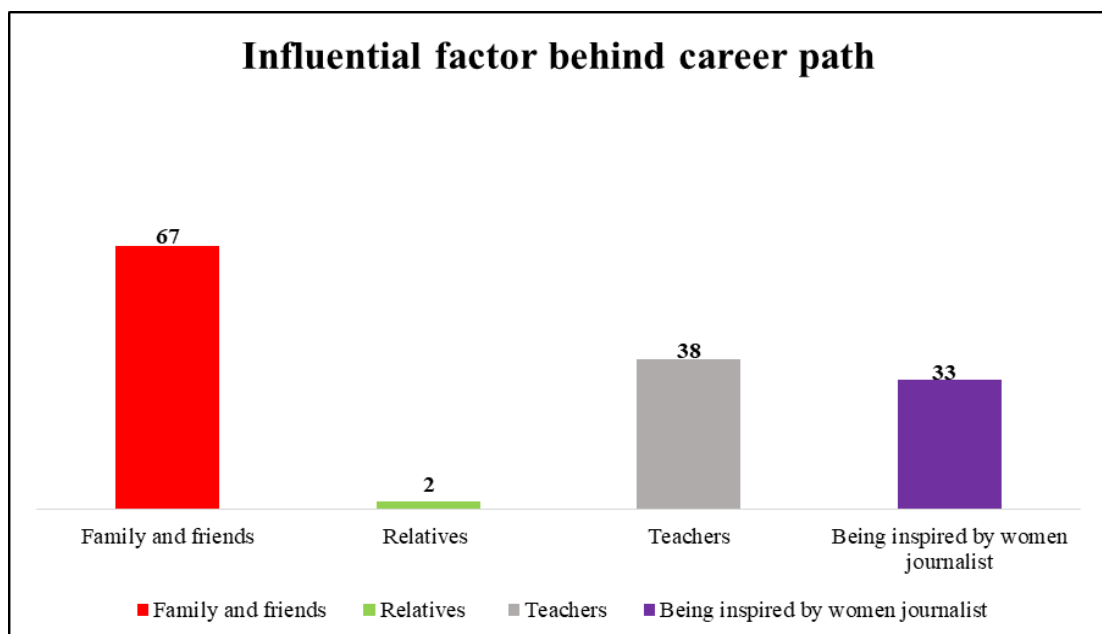
Respondents were asked about the factor or the component that influenced them to choose a career in journalism. Out of 100 respondents, 100 responses were collected. Table 4.9 and figure 4.9 illustrate the results.

Table 4.9 Influential Factors behind Career Path

Factor	Frequency	Percentage
Family and friends	67	67%
Relatives	2	2%
Teachers	38	38%
Being inspired by women journalist	33	33%

The data from table 4.9 has been represented as a chart as shown below which gives the overall percentage of the idea of the factors that influenced the respondents to choose a career in journalism.

Figure 4.9 Influential Factor behind Career Path



From table 4.9 and figure 4.9 a vast majority of respondents 67% are influenced by family and friends to pursue a career in journalism. 38% of reported teachers as an influential factor. 33% of the respondents also use women journalists as their inspiration. And only 2% of the respondents were influenced by their relatives.

Therefore from the results obtained it can be concluded that the major factors that influenced the majority of the respondents are family and friends. And the factor that influenced the respondents least is relatives.

4.10 Interested Area to Specialize In

Respondents were asked about the areas that they would like to specialize in after their graduation. Out of 100 respondents, 100 responses were collected. Table 4.10 and figure 4.10 illustrate the results.

Table 4.10 Interested Area to Specialize In

Area to specialize in	Frequency	Percentage
Investigative journalism	21	21%
Court reporting	0	0%
Photojournalism	18	18%
Editorial writing	20	20%
Other field	41	41%
Total	100	100

The data from table 4.10 has been represented as a chart as shown below which gives the overall percentage of the idea of the area of journalism that these

respondents want to specialize in. out of 100 respondents 100 responses were collected. Table 4.10 and figure 4.10 illustrate the results.

Figure 4.10 Interested Area to Specialize In

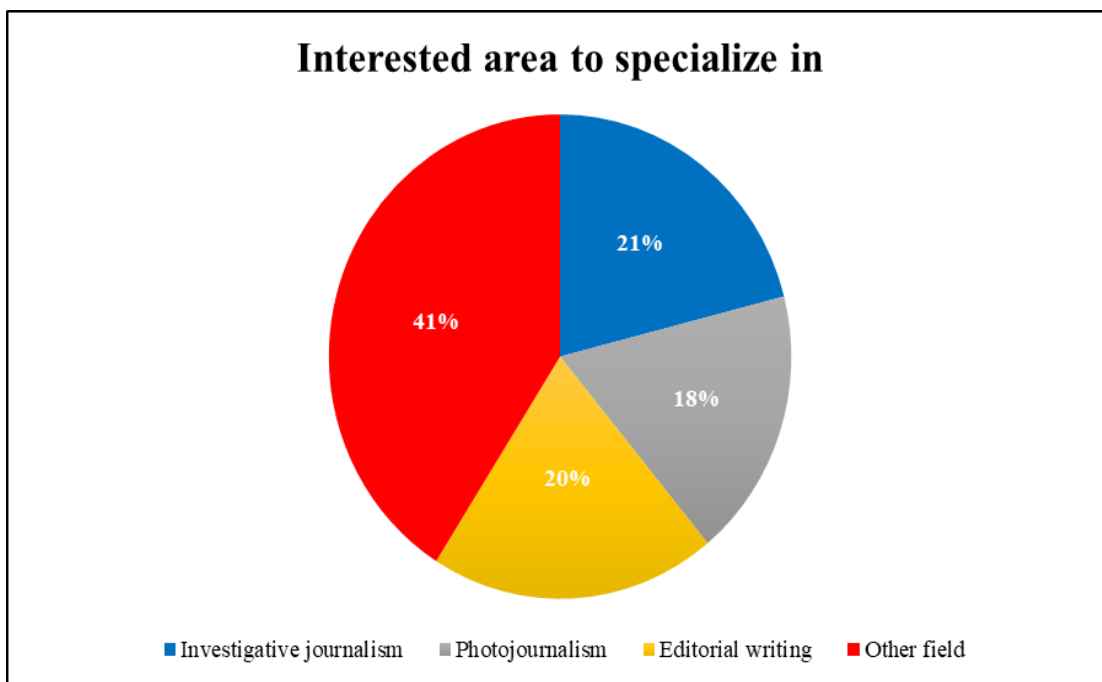


Table 4.10 and figure 4.10 show that majority of students (41%) have reported as other fields, out of which 10% of them have reported that are not interested in journalism. The other respondents choose teaching, human resource, and public relations within the other fields. 21% of students showed an interest in investigative journalism. 20% responded as editorial writing and 18% have a keen interest in photojournalism. And court reporting was not chosen by any.

Hence, from the data received it can be concluded that the majority of the respondents want to specialize in any of the areas of journalism. They are more interested in fields other than journalism.

4.11 Factors that Stimulate Professional Choice

While examining the factors that stimulate the female journalism students for their professional choice, out of 100 respondents 100 responses were collected. Table 4.11 and figure 4.11 illustrate the results.

Table 4.11 Factors that Stimulate Professional Choice

Factors that stimulate professional choice	Frequency	Percentage
Journalists as a role model	5	5%
Exciting and multiple career options	30	30%
Free to express platform	65	65%
Total	100	100

The data from table 4.11 has been represented as a chart as shown below which gives the overall percentage of the idea of what are the factors that stimulate journalism students in making professional choices.

Figure 4.11 Factors that Stimulate Professional Choice

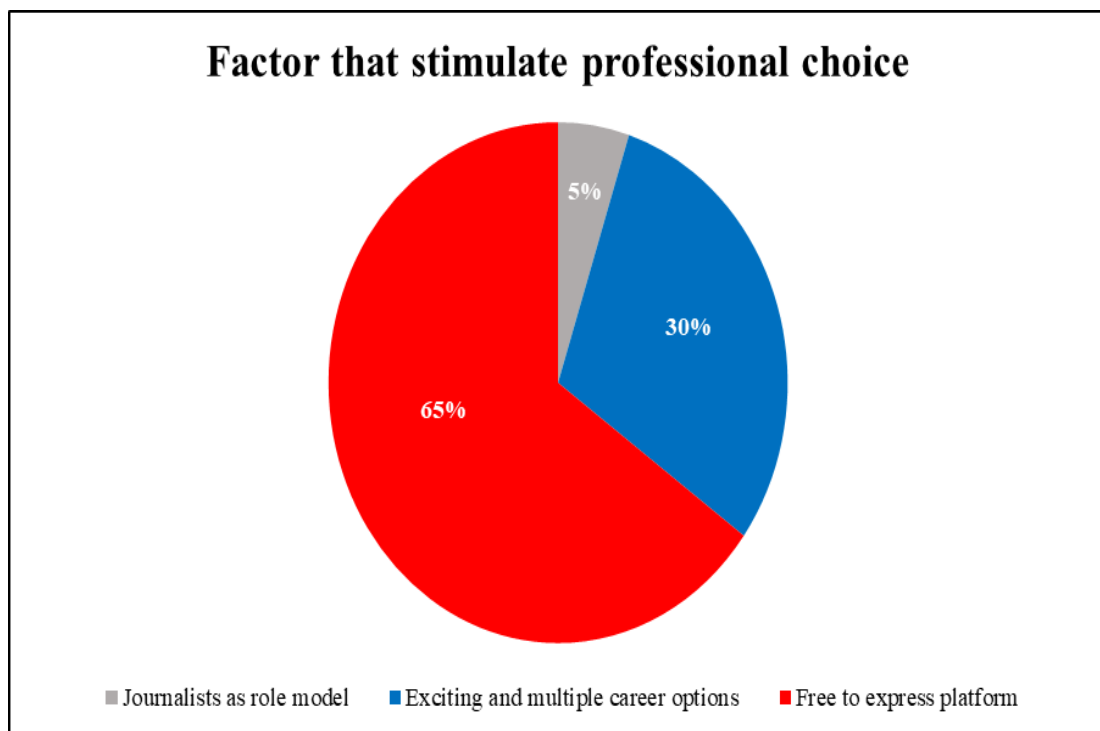


Table 4.11 and figure 4.11 suggest that a vast majority of the respondents 65% have recorded their comments as a “free to express platform”. 30% of them have opted for multiple and exciting career options. And only 5% consider it to be a journalist as a role model.

From the results obtained it can be found that the major factor that stimulates journalism students in their professional choices is that it is considered to be free to express platform.

4.12 Important Aspects in a Job

While understanding the attitude of these students towards the job, they were asked about the important aspect that they expect in a job. Out of 100 respondents, 100 responses were collected. Table 4.12 and figure 4.12 illustrate the results.

Table 4.12 Important Aspects in a Job

Aspect	Frequency	Percentage
Working environment	53	53%
Job security	56	56%
Attractive salary	41	41%
Personal development	49	49%
Good Work-life balance	62	62%

The data from table 4.12 has been represented as a chart as shown below which gives the overall percentage of the idea of which aspect of a job is more important for the respondents.

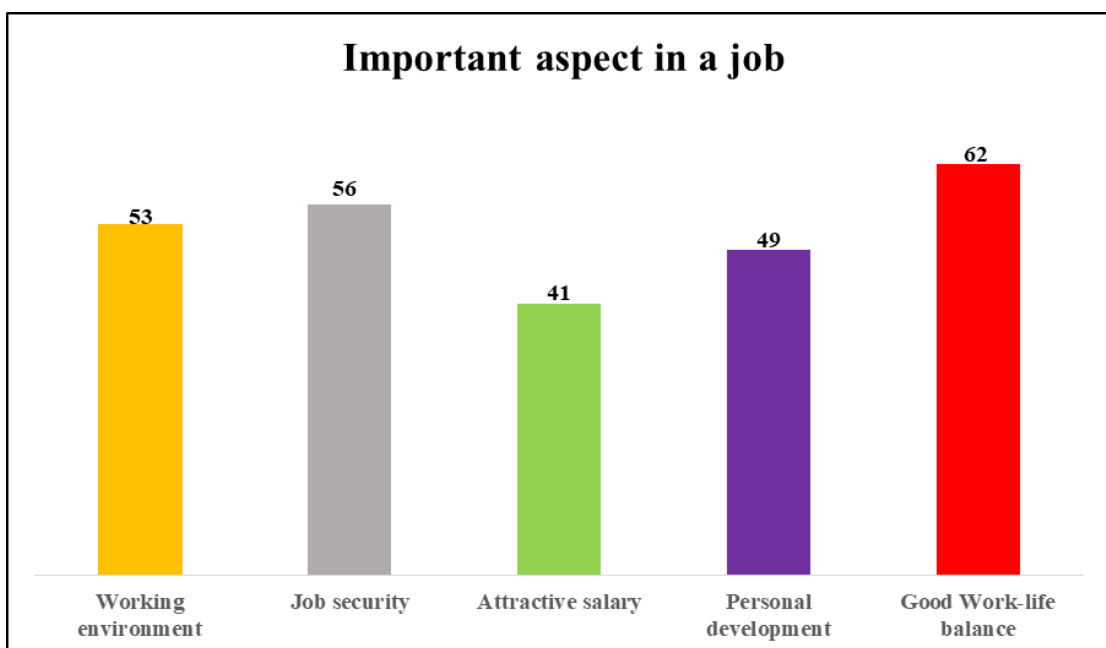
Figure 4.12 Important Aspects in a Job

Table 4.12 and figure 4.12 shows that good work-life balance is considered to be the most important aspect when considering a job as 62% of them have responded to this opinion. This is followed by job security being an important aspect with 56%. 53% recorded as the working environment matters to them the most. 49% have agreed on personal development matters to them the most while considering a job. Only 41% of the respondents marked the most important aspect for them in a job as an attractive salary. Therefore the major aspect that the respondents consider in a job is a good work-life balance.

4.13 Descriptive Answers

While examining the attitude of female journalism students toward journalism as a career, respondents were also given the option to mention the media that they are more interested in and which media they would choose if they would get a chance to work in any of these media. Almost 100 responses were received out of which the majority of them have chosen the option of electronic media. Therefore the respondents were given a chance to describe their reason for selecting the particular media. This may throw more light on the attitude of students towards different media. The results are summarized as follows.

4.13.1 Why Electronic Media?

59 respondents responded that they are more interested in electronic media for a variety of reasons. And they prefer this media if they would be asked to choose between the media as a part of the job. Many of the respondents emphasized the reason for this as the ability to attract a vast audience. And most believe that electronic media gives ample scope for future inclusions and considers it to be live with an ability to communicate the desired messages effectively to the desired

audience. “I’m more interested in technical areas of electronic media than” this was the response of one of the respondents. They also mentioned various other factors for choosing electronic media rather than print media. Some of them include features like interactivity, accessibility, and ease of work.

Another stressed reason was that it offers flexible working hours. “I’ll prefer electronic over the print to be updated in new media journalism,” one respondent says. Respondents also have said that it integrates technology with data and dissemination of information. Many respondents consider it to be a place where you can reveal any sort of news without any guidelines to be followed.

Therefore the main reason that a majority of respondents choose electronic media is that it was considered as media that offers multiple career options, can be easily handled, and the most important among them is the fact that it can work from anywhere and immediate dissemination of information to the desired audience more effectively than print media. Many respondents choose electronic media over print media as they were more interested in playing with visual and graphical effects.

4.13.2 Why Print Media?

As to why print media was chosen, only 41 of the respondents have shared their reasons. One among the respondent has mentioned the main reason for choosing print media over electronic because, as per the respondent Print media has more credibility whereas some electronic media may create fake news. “I personally prefer 'The printed media'. Though I use both mediums & find them to be equally good & useful. The advantages, an electronic media, can give you are that it saves space & backlight option. But the subtle things a book can give you are: Smell - New book smells are intoxicating, Colour - you can see the change in colour of pages read (side

view when closed) and Pride - the proud collection” this was the response of one among the respondents. Many chose print media as they are more interested in playing with words. The print media was considered a media that was more authentic and comfortable. “Media helps people to know the truth, so I would rather stick with enlightening people about the truth, " one respondent says.

Therefore from the responses, it can be concluded that the features of print media are 1. Authentic, 2. Credible and 3. The interest of the respondents to play with words was the major reason that forced them to opt for print media over electronic.

4.14 Interview with Female Journalists

To get more specific information regarding the reasons for the inappropriate ratio in the number of female journalism students and female journalists working in the newsroom and with an aim to understand the causes why women stay put and leave the newsroom, eight female journalists were interviewed via telephone. Among the interviewed were a senior content curator, editors, a reporter, a programme producer and an independent journalist, a staff writer. The major points that were stressed include work experience and job satisfaction, inappropriate number of female journalists, factors that influence the career choice and finally they were asked about their opinion on various statements that are being spread everywhere.

4.14.1 Work Experience and Job Satisfaction

One of the main questions that were asked during the interview was about how many years they have been working in this field as a journalist and they were also asked about their job satisfaction. Which majority of them have answered that they have been working as journalists for over more than 11 years and above. Only two of

them responded that they have only 0-1 year of experience and they are considered new to the field.

While examining their job satisfaction except two, all others were satisfied with their job. And the journalist who is working as a reporter in a reputable channel states as being highly satisfied in the respective job and really enjoyed doing the job. Out of eight who were interviewed six journalists belonged to an age group of 30-50 and only journalists were with an age group of 20-30.

4.14.2 Inadequate Number of Female Journalists

Under this category, the respondent was given a range of questions such as which gender was more prevalent at their graduation, whether the number of men and women working in the media was equal, and how many of their classmates went into other fields. Four of them indicated that women were more numerous when completing their graduation, whereas four others stated that men were more numerous while completing their graduation. However, when it came to occupation, the most common response was that male and female numbers were not equal; males dominated women in the media. And they believed that the main reason for this was that most of them chose to pursue other careers rather than journalism because they saw it as a high-risk vocation with no work-life balance. And they believed that the main reason for this was that most of them chose to pursue other careers rather than journalism because they saw it as a high-risk vocation with no work-life balance.

4.14.3 Factors that Influence the Career Choice

Another main question that was asked during the interview, inquired as to the factor that motivated them to pursue a career in media. One of the interviewees stated that one of the factors that inspired her decision to pursue journalism was that it is a

free-to-express platform, where the truth can be delivered to the public without limitation, but that the situation has changed. Another interviewee marked as they are disillusioned with journalism. Full of sound and fury signifying, nothing. Often journalists reduce themselves to the status of paparazzi. Going after the trivia. She also mentioned that the media today lack credibility and most of the media is focused on promoting a certain agenda. The response of the independent journalist was that the main reason that made her opt for a career in journalism was to lead a voice to people. The other journalists marked their influence to pursue a career in journalism as they considered “journalist as a role model”.

4.14.4 Motivations to Stay Put and Leave the Newsroom

Another important question that was asked during the interview was the causes why women stay put and leave the newsroom for which they were asked the question “do they treat ‘journalism as a male dominant field’” for which the majority of them reposed that they strongly disagree with the statement. All of them were of the opinion that there are equal numbers of women working in the newsroom.

The female journalists who worked as the senior content curator strongly oppose the responses of there. She is of the opinion that the media is a male dominant field. Women in media are not given equal opportunities as that men. She is not recommended for a higher position. She even said that the condition of several men in the media was also pathetic. Most small news organizations don’t have the proper funds to pay the salary. Next, they were asked whether women are denied top positions. To which most of them responded as yes. They ate that it is hard for women to reach a higher position and a lot of hard work is required for this. One of the interviewees even stated that women had to sacrifice several things in order to reach

higher positions, the major among them is that they won't get an opportunity to spend quality time with their parents, as they are entrusted with a job that is concerned with providing the important event happening around the globe as immediately as possible. One of the interviewees also mentioned that in order to reach a higher position either the women need to have any kind of political affiliation or else she needed to be beautiful and presentable, only then they would be able to attract the audience. The other journalist repeated all the points that were mentioned by the other journalist, but she added the point that in most cases male counterparts help them in reaching higher positions.

4.14.4 Interference from the Interview

From the interview conducted among the female journalist, it can be concluded that even though they are satisfied in their job they are still concerned about certain factors, which acts as causes for them to stay put and leave the newsroom. The main positive aspect that makes these women stay in the newsroom is that they are being encouraged by their male counterparts to reach other positions, they often consider it to be free to express platforms that provide exciting and multiple career options. At the same time, the others are of the opinion that journalism is a male dominant field as they consider the number of female journalists listed working in the newsroom to be less than the number of women who have graduated from the universities. Women even consider it as a field that considers women for higher positions. They argue that they are kept out of the decision-making process. They even point out that a woman's desire to have a family can affect her job as a journalist. As they are bound to work 24x7 they don't get the opportunity to spend quality time with their family and friends

Chapter -5

FINDINGS AND CONCLUSION

The purpose of the study was to obtain an overview of the career path choices of female journalism students and female journalists, thereby having an idea of the reason for the leaky pipeline that exists between the number of female journalism students and female journalists. The study also aimed at understanding the causes that motivate women journalists to stay put and leave the newsroom. This chapter is organised as follows: the first section will present the findings of the research by discussing the data and research questions, and the second half concludes the thesis project with a summary and limitations of the study and offers recommendations for further research on the topic.

5.1 Findings

5.1.1 Perception of Female Journalism Students

- Most female journalism students (72%) want to pursue a non-journalistic career such as teaching, or public relation after graduation. And for most of them (61%), the change in their career considerations happened during their course. Therefore the major reason for the inadequate number of female journalists working in the newsroom is that majority of students have been diverted to other fields rather than journalism for a variety of reasons or factors.
- The four main factors that forced them to have a change their career consideration was no work-life balance (23%), job insecurity (22%), risky profession (19%), the poor pay for a journalist (15%) and many others have respondents as many other reasons like they lost their interest during the

course, others stated they like teaching etc. and 47% of the students have mentioned that they had no change in the career consideration. This implies that journalism students have a negative attitude towards journalism as a profession.

- Most female journalism students (59%) are interested to work in electronic media over print media for a variety of reasons which make it unique and interesting. One of the major reasons found was that they consider it to be media with more interactivity, easy accessibility, and the ability to reach a vast audience in a short time. 41% of the students are interested in print media as they consider it to be more credible and authentic and many for the reason that they enjoy playing with words.
- A significant majority (44%) consider teaching to be a profession that their peer groups want to pursue after graduation. 34% believe it to be photojournalism, and 22% have recorded it as others, including human resources, MSW, anchoring, video editing, etc. The least number have opted for court reporting (9%) and general politics (7%). Therefore it can be implied that even the peer groups are interested in having a non-journalistic career.
- The three most motivating factors behind the career choice of the students in journalism were considered to be family and friends (67%). 38% of the students are been motivated by their teachers and 33% of them have been inspired by a female journalist. And relatives were considered the least motivating factor in considering a career in journalism.
- The three major features that motivated the students to opt for journalism while entering the graduation were that majority of them (65%) considered it

to be free to express platform, and the other (30%) were impressed by the concept that it provides exciting and multiple career option and only the latest number was attracted in the concept of journalist as a role model. Therefore it implies that they had huge expectations about journalism when they chose it to be the course for study, but half the way they lost the interest in this as they got exposed to the other side of journalism which they considered to it be a risky profession, with no good work-life balance.

- The three most major aspects considered in a job by these students are work-life balance (62%), followed by the work environment (56%). 53% believe that job security matters most in considering a job. Only 41% show interest in attractive salaries. So, the main reason that demotivates students toward journalism is they considered it to be a risky profession, with no work- balance and the insecurity of the job.

5.1.2 Perception of Female Journalists

The main aim of interviewing the female journalists was to understand the causes why they stay put and leave the newsroom. While interviewing the common themes derived were the positive and negative factors of journalism in considering as a profession. The positive aspect put forward by the female journalist was the nature of the media of being free to express platform, providing multiple and exciting career options and leading a voice to the people. The female journalists also considered the encouragement of their male counterparts as a positive aspect to stay in the field.

The findings demonstrate that several variables make working in the media for women extremely difficult; gender imbalance exists during both enrolling and promotion. The major other professional problems encountered by these women in

media include unfavourable work environments, gender discrimination, and work-life imbalance. Some are even disillusioned with journalism, as they consider it to be full of sound and fury signifying, nothing. Often journalists reduce themselves to the status of paparazzi. Going after the trivia. She also mentioned that the media today lack credibility and most of the media is focused on promoting a certain agenda. The other problem faced is some news organisations hire both men and women on a contract basis which ultimately results in lesser pay to meet the basic requirements. They also point out that men outnumber women in media.

5.2 Conclusion

The primary aim of the study was to understand the reason for the leaky pipeline between the number of female journalism students and female journalists. For which the research focused on answering several research questions including the career path choices of female journalism students and the causes why women stay put and leave the newsroom. The findings of the study reveal that there is a huge difference in the number of female journalism students and female journalists working in the newsroom. The reason for this was found that the majority of the students are interested to pursue a non-journalist career even though they entered the stream with various expectations. They considered journalism as a free to express platform that provides exciting and multiple career options. But halfway way they lost interest and they started to believe it to be a risky profession with no work-life balance and poor pay for a journalist. Thereby it was evident that these students are having a negative attitude toward journalism as a career.

The present study also focused on understanding the various causes that motivate female journalists to stay in and leave the profession. Various causes were

listed by them the major reason among them was gender discrimination that is they think that gender imbalance exists during both enrolling and promotion. The other problems are work-life imbalance, being denied a higher position, poor pay for the job etc. they were also of the opinion that a journalist's desire to have a family can have an effect on her profession as a journalist. From the findings, it was clearly understood that journalism is still a male dominant field. The other problem faced is that some news organisations hire both men and women on a contract basis which ultimately results in lesser pay, thereby struggling to pay for basic requirements.

Working as a woman, especially in a field like journalism is still a serious struggle. In a male-dominated workplace, outstanding talent and representation are insufficient to remove gender discrimination. Even if a woman who is equally capable is available for the same job and position, a man is always preferred. It is unfortunate that society still thinks women are only good for certain jobs. Women face prejudice at work, and they are usually forced to overlook these concerns in order to preserve their positions. Various solutions have to be made in order to tackle the situation. One of the major problems faced by both men and women in the newsroom is the underpay for the jobs. Therefore by ensuring a proper salary this problem could be solved. Flexible work schedules will improve the quality of work of women in the media. Arrange flexible work schedules that take into account women's additional responsibilities at home and in their families. The organisations can provide the basic requirements of the women, like transportations, and by not treating them as incapable or unequal can increase the representation of women in journalism.

5.3 Limitations of the Study

The research method poses several limitations. First, the convenience sample limits the ability to generalise the results though respondents were solicited from around Kerala through an online survey. Due to time constraints, it was only possible to carry out the research with a small sample size. If the survey was posted online for a longer period, it would yield more responses. The larger the sample, the better the results and external validity of the research will be. Secondly, the journalist who was interviewed had issues revealing their names.

5.4 Recommendations for future research

The present study only focused on female journalists in understanding the challenges faced by them in the field. Therefore the result obtained is from a feminist perspective. Further research can also include the opinion of male journalists on the condition of women in journalism. Researchers can also study the problems faced by both men and women in journalism.

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APPENDIX

Career Path Choices of Female Journalism Students and Female Journalists; the Causes Why Women Stay Put and Leave the Newsroom

Questionnaire

The study is intended to gather information for an empirical study conducted for the completion of the Masters of Journalism and Mass Communication programme at St. Teresa's college. This questionnaire is designed for female journalism students and female journalists to analyse their responses. Kindly complete the questionnaire with your respective responses. The study is strictly confidential and the responses provided will remain anonymous.

1. Age of Respondent
 - A) 18-20 B) 21-23 C) 24 and above
2. What type of career path are you looking for after graduation?
 - A) Journalistic B) Non- Journalistic
3. Have you changed your mind about your career during your course in college?
 - A) Yes B) No
4. If yes, what led you to change your mind?
 - A) Poor pay for journalists B) Job insecurity C) No work life balance D) Risky profession E) Others
5. If you get an offer to work in print or electronic media; which one would you choose? Why that media?
 - A) Print Media B) Electronic Media
6. Have you had any chance to interact with any women journalists?
 - A) Yes B) No

7. If yes what do they say about their job? Are they
 - A) Super satisfied
 - B) Satisfied
 - C) Adequate
 - D) Unsatisfied
8. What do your peers aspire to become after graduation?
 - A) Investigative Journalist
 - B) Court Reporter
 - C) Photojournalist
 - D) Business journalist
 - E) Others
9. Who influences you the most about the career choice you make?
 - A) Family and Friends
 - B) Relatives
 - C) Teachers
 - D)being inspired by prominent women journalists
10. What area of journalism would you like to specialise in?
 - A) Investigative Journalism
 - B) Court Reporting
 - C) Photojournalism
 - D) Editorial writing
 - E) Others
11. According to you, what are the factors that stimulate journalism students for their professional choice?
 - A) Journalists as role models
 - B) Exciting and multiple career options
 - C) Free to express platform
12. Which of the following aspects are most important to you in a job?
 - A) Working environment
 - B) Job security
 - C) Attractive salary
 - D) Personal development
 - E) Good Work-life balance

Questionnaire for female journalists

1. Age and designation
2. Medium working in
3. Marital status
4. Work experiences
5. Job Satisfaction

6. Why did you pursue a career in journalism? What made that career choice appealing to you?
7. Do you remember the career choices your classmates made? Did many go into other fields besides journalism?
8. Were more of these classmates male or female?
9. Is the ratio of males and females working in the newsroom equal?
10. Journalism is a male dominant field, do you agree?
11. Do male colleagues encourage female journalists during the job?
12. Women journalists are denied top positions in journalism?
13. Do you think that a woman's desire to have a family ever affects her job as a journalist?