# A STUDY ON THE CHALLENGES FACED BY EMPLOYEES IN MEDIA ORGANIZATION

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*Abstract*

Media organisation is an organisation where employees nowadays are active round the clock. The employees have to go through excessive pressure due to the increase in work load due to increase in technological enhancement each and every day. The main aim of the study is to know about the challenges faced by the employees in the media organisation. It also examines the impact of work pressure that has affected the employee's mental and physical health. The source of data is both primary and secondary. The primary data was collected through Questionnaire and personal interviews. Analysis was done using descriptive statistics and graphical method which has clearly depicted the challenges faced by the employees and the impacts on their physical and mental health due to excess work pressure. At the end it can be concluded that to eliminate these challenges and to reduce the working pressure there must be a proper work-life balance among the employees in media organisation. Attempts to recruit more employees should be done to reduce the work pressure and to avoid errors in works. In this way the employees will not face excessive stress and the impacts on their health would be reduced to some extent.

*Keywords:* *Media, Stress, Challenges*

## Introduction:

Working in any kind of organization has become a challenging task. Meanwhile, because of industrialization and globalization the working environment has been changed drastically within last few decades. For any successful business, the key ingredient is the work life of the employer in the organization. Due to dramatical changes in the economy, upgrade in technology and communication employees may face various challenges hindrances to perform their daily work. This can happen because of work pressure or having a toxic working environment Aravinda & Kanthi, (2014). Here in this study, the media organization employee's perspective and data have been taken into account. A "media organization" means where a person tries to communicate with masses to viral news in a quick and convenient way. Various ways are approached by these companies to spread out word among the mass number of people like newspaper, radio, television, internet and others. Today most of the organizations are following the pyramid construction which is categorized by firm separated through functional roles and strict pecking order from the top level to bottom level management. In this constant changing scenario, every organization is adapting new methods, even the media organizations require

quick flexibility towards change and developments, hence they should prefer hub and spokes model. Working in a media organization can proof to be a hectic profession. There will be always an uncertainty and insecurity, which keeps playing hide and seek among the employees. The workflow goes in an organized manner but sometime over burden of work use to hover above the employees. The aim of this study is to bring out the challenges the employees use to face after a certain period of time during their working schedule in the organization. The challenges will be comprised of both external and internal factors which has influenced their psychological and physical health. Due to the work load or work pressure, there are some kinds of impact on their physical and mental health which has been proven with the help of descriptive statics and diagram which is clearly demonstrated in the research and analysis part. If proper action or any solution is not taken into account, the consequences may be severe.

**Literature review:**

An examination on the impact of social media usage on employee performance and organization was done by Grace, Basit & Hassan (2018). Basically, the research was done on one of the multinational companies. Non-probability sampling is used for collecting and interpreting primary data. Hypothesis testing was also conducted for having the final results. The findings reflect that the decision making become an important factor for employee's performance and also for the organization performance.

Another study by Oliver & Cosyello (2018) states that they have located the tools and techniques that must be used in the human resource management in this changing environment. It will enable better human relations management in the long run. This will recommend us that how the activities related to recruitment, retention and performance may play out in the future. Here, they have focused on the secondary data and done qualitative research. It has been concluded that the media organization should attract talented individuals who are committed towards the organization, needs improvements towards the satisfaction of the employees and maintaining a proper engagement with the employees.

A study was conducted by Subeesh (2015) which objectified the work life of the employees in mass media organization. It does not comprise with the challenges faced by the employees but also studies the working structure and the type of hierarchy they follow. The research is mainly consisted of both qualitative and quantitative research. In the findings it has been seen that the young women are more attracted to this sector and it also give opportunities to the writers, freelancers, painters, photographers, engineers, book sellers, video editors, graphics designer etc. The accessibility and exposure of the rural women in Himachal Pradesh by Archana (2010) it will also study the problems faced by the women while assessing the mass media in Kangra District. Sample surveys like interviews were conducted to fetch the primary data. Another one by Kumar (2012) conducted a study on management and working pattern of a media organization. Qualitative technique was used in the research methodology. Only the secondary source of data re exaggerated and utilized for the interpretation. There must be something which we can do to diminish the work stress of the employees working in an organization

A study was conducted by Wani (2009) which has significantly showed the challenges faced

by the employees in an organization. The aim of the study here is to show case the job stress of the employees in an organization and to evaluate the job satisfaction and motivational level in the organization. Both primary and secondary data are taken care off. As per the researcher convenience, the sample size of 400 employees was selected.

The study conducted by Subhida (2018) where she tries to focus the women employees in a media organization and what are the challenges, they use to face in media organization on daily basis. The aim of the paper use to study the weather women have friendly facilities, do women feel safe in the workplace. The paper will look after the satisfaction level in their respective work place related to media organization they ate currently working on. The sample size is of 74 women journalists in print, newspaper, magazine, television, radio and online sectors. The research design is both qualitative and quantitative.

Mashooha (2018) aims to highlight the work life of the employees in the newspaper industry which (oldest part of our media industry). It has been observed that the work-life balance of employees in a newspaper industry becomes a frenzied task. The newspaper production is done on an rare hour, the validity of the news collected, the steadiness and exactness of the news being published, the pressures faced by the employees in the department of distribution and sales in terms of managing distribution mediators and circulation, the heat faced by the players in newspaper industry for advertisements affects employee's professional and personal life too. The main focus of the paper is to show the working life balance of the employees. The study is based on both primary and secondary data. Convenience sampling has been used and the area of study is Deccan Chronicle Holdings Limited. Some suggestions was given like organising programs to control stress level, recruting more employees to reduce the work pressure, etc.

Aranganathan & Soniya (2017) have stressed out the point of work life of the employees in media organization. By the study it has been observed that the level of stress among the employees, cooperation and harmony between the employees and the impact that falls on their personal life because the hectic working schedule in Print media. Both primary and secondary data was included in the research. The primary data was collected through questionnaire with a sample of 270. The analysis was done with SPSS software using statistical tools such as descriptive analysis, Chi square test and two- way ANOVA.

Syndre & Kozimo-king, (2019) in their research paper, a total of 50 face-to-face interview has been conducted to know the work life of the employees in US newsrooms which include both television and print media. From this research it has been concluded that the males use to face more difficulty unravelling work and life than females. However, females appeared more positive work-to-family spillover than males. Those who are working in both print and television newsrooms stated that digital technology will further hamper their ability to adequately balance work and family life.

**Objectives:**
1.      To understand the structure of media organizations in North-Eastern Chronicle.
2.      To study the different problems faced by employees in media organization.

3.      To understand the impact of the problems face by the employees on their physical and mental health.

**Research Methodology:**

The study is based on both primary and secondary data. The primary data was collected through Traditional Telephone Interview.

In this study, the primary data are collected through telephonic interview from 70 respondents who were working in media organizations where questionnaire was written comprising of all related questions required for the study. The response thereby collected are analyzed and interpretations made accordingly.   In this study, secondary data was mainly collected from the websites, books, journals and articles.

**Research Design**

The research is a descriptive one.

**Research Tools**

Paper questionnaire was used to record the responses. Related questions to the subject were asked phoning the sample of respondents and asking them the series of questions.

The purpose of this research is to examine the impact of social media usage on employee and organization performance. The research was done on one multinational IT Comp

**Sampling Unit**

The sampling unit of the study is the employees/interns of media organization based in Assam.

**Sample Size**

The sample size of the study is 70.

**Sampling Design**

The sampling design used in the study is convenient sampling. It is a non-probability sampling technique as subjects are selected because of their convenient availability and immediacy to the researcher.

**Data Analysis Technique**

The data has been analyzed and presented in descriptive statistics.

**Results and Discussion**

This chapter deals with the analysis and interpretation of data and information collected through primary and secondary sources, for conducting a study on the "Challenges faced by the employees in the media organization."

●      **Information From the Employees:**

The analysis and interpretations of the data received from the employees are demonstrated in the form of percentage.

**Table 1: Socio economic background of respondents:**

| Factors | Category | No. of respondents | Percentage % |
|---|---|---|---|
| Age | 18-22 | 33 | 47.14 |
|  | 22-26 | 19 | 27.14 |
|  | 26-30 | 15 | 21.43 |
|  | 30-above | 3 | 4.29 |
|  | Male | 23 | 32.86 |

| Gender | | | |
|---|---|---|---|
| | Female | 47 | 67.14 |
| Working Schedule | 9-5 pm | 38 | 54.29 |
| | 9-9 pm | 26 | 37.14 |
| | 24*7 | 6 | 8.57 |
| Education | UG | 27 | 38.57 |
| | PG (Journalism) | 30 | 42.86 |
| | Others | 13 | 18.57 |
| Designation | Editor | 20 | 28.57 |
| | Content manager | 9 | 12.86 |
| | Executive Editor | 5 | 7.14 |
| | Journalist | 15 | 21.43 |
| | News Reader | 6 | 8.57 |
| | Managing director | 2 | 2.86 |
| | Intern | 13 | 18.57 |
| Salary | Below Rs. 10000 | 15 | 21.43 |
| | Rs.10000-20000 | 22 | 31.43 |
| | Rs.2000-30000 | 13 | 18.57 |
| | Rs.30000-40000 | 8 | 11.42 |
| | Rs.40000-Above | 12 | 17.14 |

**Source: Primary Data**

**Interpretation:**

Table 1 shows the demographic profile of the respondents. Majority of the respondents are from the age group of 18-22 years with a percentage of 47%. In the case of gender, the percentage of female is more than male that is 67%. It seems that female is getting more engaged with the media organization.

Around 73% of the employees are satisfied with their working schedule. In the schedule of work timing which is prepared in 3 slots that is 9-5pm i.e., 8 hours in a day next is for 12 hours and then 24*7. While doing the survey it has been found that mostly people are working for 8 hours a day with a percentage of 54%. 43% of the respondents are having a PG degree in Journalism but as it has various job opportunities the percentage of only 'graduates' respondents are slightly less than the PG in journalism which is 39%. The highest percentage for the designation slot is editor with a percentage of 29% following up with 21% that are only journalist and then comes the intern with a percentage of 19%. Majority (31%) are getting the salary between the scale of rupees 10000-20000 every month.

**Table 2: Challenges faced by employees in Media organization**

| Parameters | Frequency | Percentage |
|---|---|---|
| Yes | 38 | 54.3 |
| No | 9 | 12.9 |
| Maybe | 23 | 32.9 |
| **Total** | 70 | 100.0 |

**Source: Primary Data**
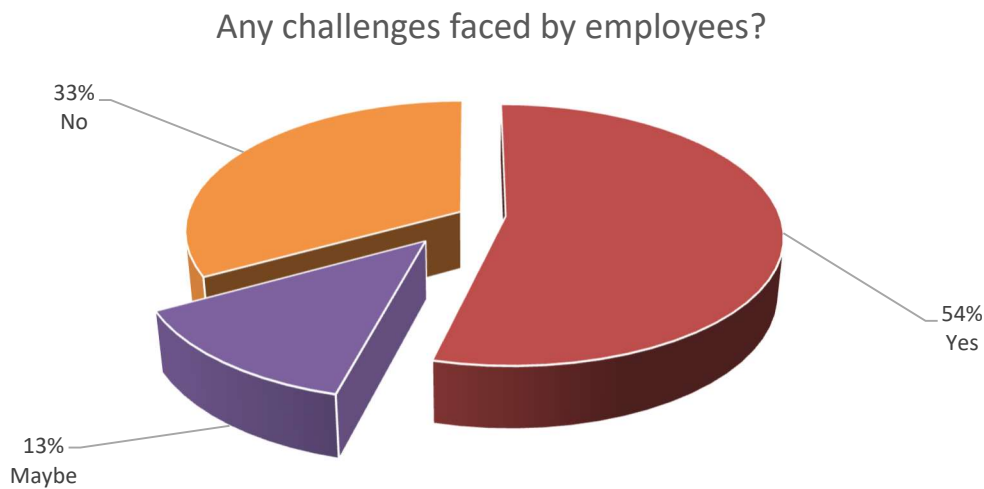


In table 2 it has been observed that majority 54% employees have said yes. The 2$^{nd}$ highest percentage which came is 33% where employees are still confused about whether they are facing any challenges or not. The pie chart clearly shows that majority of the employees are facing some challenges related to their work.

**Table 3: Form of challenges faced by the employees:**

| Parameters | No. of respondents | Percentage |
|---|---|---|
| Internal | 23 | 32.86 |
| External | 9 | 12.86 |
| Both | 28 | 40.00 |
| None of the above | 10 | 14.29 |
| Total | 70 | 100.00 |

## Forms of Challenges faced by employees
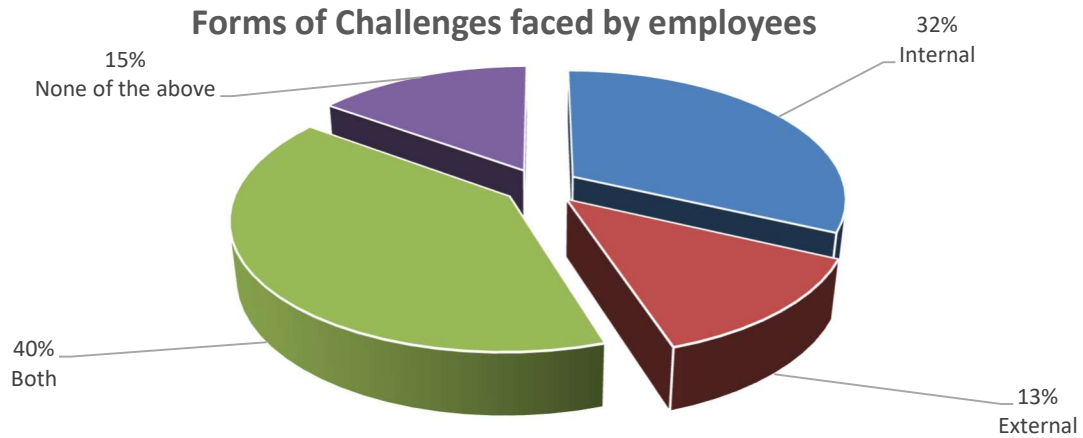


From table and figure, it has been observed that majority (40%) has mentioned both means internal and external which clearly states that the employees are facing problems both inside and outside of the media organization.

**Table 4: Internal Challenges**

| Parameters | No. of respondents | Percentage |
|---|---|---|
| Work timing | 18 | 25.71 |
| Execution of task | 0 | 0.00 |
| Following up with works | 14 | 20.00 |
| Management problem | 24 | 34.29 |
| Others | 14 | 20.00 |
| Total | 70 | 100.00 |

| Parameters | No. of respondents | Percentage |
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| Work timing | 18 | 25.71 |
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| Others | 14 | 20.00 |
| Total | 70 | 100.00 |

In table 4, majority 34 percent are facing problem with the management team of the

organization. The next problem which next came up with 26 percent is the work timing. The main problem that has been stand out among these above-mentioned internal challenges is the problems created by the management team of the organization.

**Table 5: External challenges faced by the employees**

| Parameter | No. of respondents | Percentage |
|---|---|---|
| Negative attitude of subordinates | 14 | 20.00 |
| Criticism towards published work | 32 | 45.71 |
| Misbehaviour of respondents | 13 | 18.57 |
| Others | 11 | 15.71 |
| Total | 70.00 | 100.00 |



External challenges faced by employees
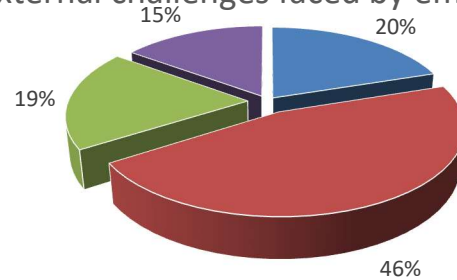
From the above table and figure, it has been interpreted that the majority 46% are facing the same external problem i.e., criticism towards published work. The next challenge which was highlighted by the employees is the negative attitude of subordinates with a percent of 20. But among all the above options criticism towards published work has been stand out as the major kind of external challenge faced by the employees in every media organization. The pie charts here above clearly depict that criticism towards published work is the major problem that the employees are facing.

**Table 6: Mental or health issues due to work pressure:**

| Parameters | No. of respondents | Percentage |
|---|---|---|
| Yes | 47 | 67.14 |
| No | 23 | 32.86 |
| Total | 70 | 100.00 |

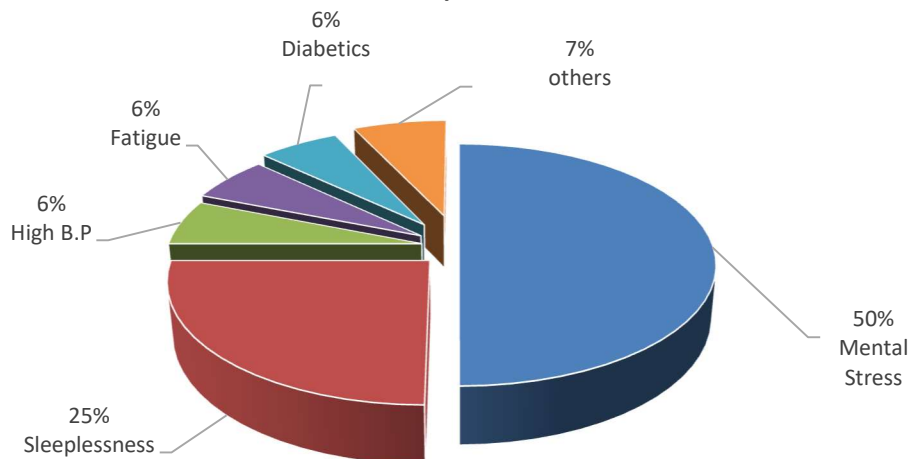## Any mental or health issues due to work pressure
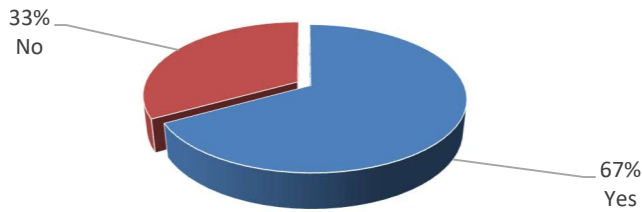


From the above table and figure, after analyzing the collected responses it has been observed that the majority of the employees i.e., 67 percent are facing mental and health issue. The above pie chart represents that majority of the employees are facing the mental and health issue due to work pressure.

**Table 7: Mental and physical health issues faced by the employees:**

| Parameters | No. of respondents | Percentage |
|---|---|---|
| Mental stress | 35 | 50.00 |
| Sleeplessness | 18 | 25.71 |
| High B. P | 4 | 5.71 |
| Fatigue | 4 | 5.71 |
| Diabetes | 4 | 5.71 |
| Others | 5 | 7.14 |
| **Total** | **70** | **100.00** |

## Mental and Physical Health Issues



From the above table and figure, it has been concluded that 50 percent of people are facing the mental stress due to excessive work pressure. Next health issue which came up is the sleeplessness with a percent of 25. So far it has been seen that the employees are facing some

kind of challenges in their daily working action and it has also impacted in their physical and mental health as well.

**Results and Discussion:**

The following results are compiled and discussed as under from the above-mentioned analysis: Majority (54%) are facing challenges inside the organization throughout their working schedule. 40% of the employees are facing both internal and external challenges. 40% of the employees are facing both internal and external challenges. In case of internal challenges, majority (34%) of the employees are facing problem with the management team. 46% of the respondents have stated that criticism towards their published work is the major external problems which is being highlighted. Due to the work pressure in media organization majority (67%) have stated that they are facing mental and health issues due to work pressure. From the study, it is evident that 50% of the employees are going through mental stress. At the end it can be concluded that the work distribution of any organization must be taken care of to reduce the challenges faced by the employees. Sometime it becomes very tough to tackle the pressure of a media organization. Through this study we got to know about what are the kind of challenges faced by the employees in any kind of media organization and due to the work pressure, the kind of physical and mental health problems they have to face on a daily basis. In today's global environment, many organizations distillate on cost reduction, it becomes very important to understand and deal with certain issues of work-life balance with unique work-life programs. Adding further, it can be said that if any work-life balance practices is adopted by the organization to have a change in regular programs or organizational culture, which will impact the design and ultimately help in reducing the work-life struggle and will qualify the employees to be more effective at work and in other roles. Nowadays, employees also expect a healthy and light working conditions so that without any peer pressure they can show their full potential and implicit a fruitful output for the organization. So, it is overbearing for businesses to have highly functional work life balance options to stay viable and attract the highest skilled staff. For reducing the work pressure and challenges recruitment should be done to deviate the work load among the employees. Flexibility in work should be provided to the employees by the superiors in the organization so that they don't feel pressurize inside the organization. Therefore, in this way the other internal and external challenges can also be eliminated to some extent which will also be implied in reducing the physical and mental health issues that they are facing due to their jobs.

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