

AN ANALYTICAL STUDY OF FACTORS AFFECTING PROFESSIONAL GROWTH AND JOB SATISFACTION OF WOMEN JOURNALISTS IN TELUGU TELEVISION CHANNELS IN ANDHRA PRADESH AND TELANGANA

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ABSTRACT

In recent years, women's participation in television journalism has grown dramatically, especially in regional media sectors like Andhra Pradesh and Telangana. There are a lot of women journalists working in production, editing, reporting, and anchoring. However, gender inequality still has an impact on their career advancement and job satisfaction despite this increasing prevalence. Research by Carolyn M. Byerly and Katherine McGraw (2020) and Margaret Gallagher (2014) draws attention to problems such as underrepresentation in leadership roles and restricted access to decision-making positions. In a similar vein, gender bias, unfair work distribution, and exclusion from professional networks inside media firms are highlighted by Laura North (2016) and Karen Ross and Cynthia Carter (2011).

Additionally, these problems are made worse for women journalists by the demanding nature of television journalism, which includes erratic working hours, intense job pressure, and difficulties with field reporting. Their professional development and job satisfaction are greatly influenced by important elements like workplace recognition and professional respect, organizational commitment and empowerment, economic equality and career advancement, working conditions and work-life balance, organizational support, policies, and professional development. The combined impact of these elements on regional television media, however, has not been thoroughly studied empirically. Thus, the purpose of this study is to examine how these workplace-related elements, in addition to organizational policies and workplace culture, affect women journalists' professional development and job satisfaction in Telugu television channels in Andhra Pradesh and Telangana.

KEYWORDS: growth, information, job, journalism, professional, satisfaction, workplace

1. INTRODUCTION:

The media sector has a critical role in forming public opinion, disseminating information, and building democratic systems. Due to its extensive reach and visual effect, television journalism has become one of the most prominent media platforms (McQuail, 2010). Women's involvement in television journalism has grown dramatically in recent years, especially in regional media outlets like Andhra Pradesh and Telangana. As reporters, anchors, editors, and producers, women journalists actively contribute to inclusive and varied media content (Gallagher, 2014).

Gender inequality in the media sector persists despite these advancements. Women journalists frequently experience prejudice at work, low representation in leadership positions, and unequal prospects for career growth (Byerly & McGraw, 2020). These differences show how important it is to look at what influences their career development and job happiness in television media companies.

2.1. Growth of Telugu Television Media

Over the past 20 years, the Telugu television business has grown rapidly as a result of both growing consumer demand and technological developments. Media professionals now have job prospects because to the growth of many channels in categories like news, sports, entertainment, and devotional programming (Government of India, 2021).

The distribution of women across hierarchical levels is still uneven, notwithstanding the expansion of opportunities. While women are underrepresented in managerial and decision-making jobs, they are frequently concentrated in visible roles like anchoring (North, 2016). This disparity suggests systemic issues in the sector.

In order to present a comprehensive picture of the media landscape in Andhra Pradesh and Telangana, the study included 50 television broadcasters that operate throughout these two states. The dynamic expansion and regional impact of Telugu television stations, which are essential for public opinion formation, cultural representation, and information transmission, are captured in this selection (FICCI & EY, 2023; TRAI, 2022).

1.2. Women Journalists in Television Media

In order to guarantee a variety of viewpoints in media output, female journalists are essential. Their presence supports inclusive storytelling and fair reporting (Carter et al., 2012). However, a number of obstacles, including as gender stereotypes, a lack of mentorship, and restricted access to leadership positions, affect their career path (Ross & Carter, 2011).

Sociocultural norms in India further limit women's ability to advance in their careers. Research shows that women journalists frequently face prejudice at work, unequal compensation, and safety issues, all of which have an impact on their professional growth (Bhagat & Keval, 2019; Afsar, 2020). These problems affect job happiness in addition to impeding professional advancement.

Recent years have seen a steady rise in the number of female journalists working in regional television, which is indicative of larger shifts in gender inclusion in the media sector. There are now 719 female journalists working for various television networks in Andhra Pradesh and Telangana, according to estimates that are currently accessible. Significantly, Telangana has a greater percentage of female journalists than Andhra Pradesh, suggesting regional differences in work prospects, media growth, and organizational inclusivity. This tendency may be explained by the quick expansion of media organizations, especially in Hyderabad, which is a significant media center, as well as the rise in educational and career prospects for women in journalism. In addition to increasing diversity in newsrooms, the presence of women in television media also improves gender-sensitive reporting and portrayal (Press Council of India, 2021; FICCI & EY, 2023).

1.3. Factors Influencing Job Satisfaction and Professional Development

Workplace culture and organizational policies have an impact on professional development and job happiness. Career advancement requires fair wages, equal chances, and transparent promotion processes (Dessler, 2020). In a similar vein, workplace culture—which is defined by inclusivity, acknowledgment, and support—has a big impact on raising employee satisfaction and motivation (Schein, 2010).

According to research, workplace recognition, organizational commitment, economic equality, work-life balance, and institutional support are important elements affecting women journalists' professional development (Eagly & Carli, 2007; International Labour Organization, 2018). Reduced engagement and job unhappiness may result from a lack of these elements.

1.4. Need for the Study

Although several studies have examined gender issues in journalism, there is limited empirical research focusing on women journalists in Telugu television channels, particularly in Andhra Pradesh and Telangana. Most existing studies focus on print or digital media, leaving a gap in understanding television journalism dynamics (Soratur, 2020).

The present study addresses this gap by analysing the factors affecting professional growth and job satisfaction among women journalists in regional television media. It provides empirical insights into workplace conditions, organisational policies, and career advancement opportunities.

2. REVIEW OF LITERATURE

In recent years, the role of women in the media has drawn more attention, especially in the field of journalism, where gender differences still exist despite rising involvement. Although women have made great strides in breaking into the media sector, Margaret Gallagher (2014) noted that they are still underrepresented in positions of leadership and decision-making. This suggests that there are systemic injustices that prevent women from advancing in their careers. In a similar vein, organizational impediments, gender bias, and a lack of inclusive policies limit women's advancement in international news media firms, as noted by Carolyn M. Byerly and Katherine McGraw (2020).

Laura North (2016) discovered that women journalists are frequently given less important tasks, including "soft news," while men predominate in "hard news" and leadership posts. Women's chances for skill development and career success are restricted by this occupational segregation. According to Karen Ross and Cynthia Carter (2011), women journalists are often left out of editorial decision-making processes and informal networks, which has a detrimental impact on their career advancement and job satisfaction.

The professional development and job happiness of individuals are significantly influenced by organizational factors. Fair promotion procedures, equal compensation, and training opportunities are crucial for employee growth and motivation, according to Gary Dessler (2020). Furthermore, Edgar H. Schein (2010) contended that employee behaviour, attitudes, and satisfaction levels are strongly influenced by organizational culture. While a prejudiced workplace can impede professional development, a friendly and inclusive workplace environment encourages participation and productivity.

The literature has extensively addressed gender imbalance in leadership roles. The term "glass ceiling" was first used by Alice H. Eagly and Linda L. Carli (2007) to describe imperceptible obstacles that keep women from advancing to senior management positions. In media companies, where women are still underrepresented in senior roles, this phenomena is especially pertinent. Additionally, according to the International Labour Organization (2018), gender pay disparities and unequal employment opportunities persist in a variety of industries, including the media, which has an impact on women's career advancement and job satisfaction.

3. RESEARCH METHODOLOGY

This part of the study focused on the objectives, hypotheses of the study, research design, methods of data collection and the efforts that were taken for questionnaire development for the research. The sampling design and procedures were discussed in detail, along with data collection and data analysis.

4.1. Research Gaps:

1. There is limited quantitative study on the factors influencing women journalists' professional development in Telugu television channels in Andhra Pradesh and Telangana, particularly when it comes to factor analysis and regression.
2. While prior study addresses workplace issues, it does not provide a comprehensive analysis of how organizational policies and workplace culture impact women journalists' career growth and job satisfaction in regional television media.

4.2. Research questions:

Based on the research problem and identified gaps in the literature, the study seeks to answer the following research questions:

1. What are the main factors influencing women journalists' professional development in Andhra Pradesh and Telangana's Telugu television channels?
2. What effects do such factors have on women journalists' professional growth and job satisfaction?

4.3. Objectives of the Study

The study is guided by the following objectives:

1. To identify the key factors affecting the professional growth of women journalists
2. To examine the influence of factors on job satisfaction and professional development.

4.4. Hypotheses of the Study

The study proposes the following hypotheses:

H₀₁: factors like Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organisational Support, Policies, and Professional Development have no significant impact on the professional growth and job satisfaction of women journalists in Telugu television channels.

4.5. Research Design

- The study adopts a descriptive research design.
- Descriptive research is used to systematically describe the characteristics and experiences of women journalists in television media. It enables the researcher to collect structured data and analyze patterns related to professional roles, workplace conditions, and career development.

4.6. Data Collection

a) Primary Data

Primary data for the study are collected through a structured questionnaire administered to women journalists working in Telugu television channels in Andhra Pradesh and Telangana. The questionnaire includes questions related to Factors Affecting professional growth of Women Journalists. The respondents are selected from various television channels to ensure diverse representation of professional roles such as reporters, anchors, editors, and producers.

Questionnaire:

The questionnaire was split into 3 sections based on these theoretical stances. Demographic data, including age, education, work experience, and job title, was gathered in Section A. In Section B, affecting factors of women journalists' professional growth; in Section C, professional growth and job satisfaction were examined. The replies in Sections B, and C were measured using a five-point Likert scale that went from Strongly Disagree (1) to Strongly Agree (5). The questionnaire's overall goal was to methodically investigate women journalists' professional standing, workplace experiences, and prospects for career advancement in Telugu television channels.

Based on the above objectives questionnaire is divided into 3 parts.

Table1: Variables for Questionnaire Preparation		
Part	Variables	Number of Variables
Section – A	Demographic Variables	5
Section – B	Factors affecting women journalists' professional growth	21
Section – C	Professional growth and job satisfaction of women journalists	9

b) Secondary Data

Secondary data are collected from:

- Academic journals and books on media studies
- Reports on women in journalism
- Government publications
- Previous research studies on gender and media

4.7. Sampling Procedure

- The sampling frame includes women journalists working in Telugu television channels across Andhra Pradesh and Telangana.
- The study adopts convenience sampling to select respondents who are actively engaged in Telugu television journalism.
- By using this convenience sampling method, data were collected from 120 respondents

4.8. Statistical Tools:

- Exploratory factor analysis
- Regression Analysis(Multiple)

5. DATA ANALYSIS

5.1. Television Channels:

Table 2. Sample profile of Television Channels and the respondents

1. S.No	Channel	AP	%	Telangana	%	Total (AP & Telangan)
1	ETV Telugu	7	5.83	9	7.50	16
2	Gemini TV	6	5.00	5	4.17	11
3	Zee Telugu	5	4.17	6	5.00	11
4	Star Maa	6	5.00	8	6.67	14
5	Star Maa Gold	5	4.17	7	5.83	12
6	Gemini Life	4	3.33	6	5.00	10
7	Gemini Movies	5	4.17	5	4.17	10
8	ETV Plus	3	2.50	4	3.33	7
9	Zee Cinemalu	6	5.00	6	5.00	12
10	Star Maa Movies	4	3.33	3	2.50	7
Grand Total		51	42.5%	69	57.5%	120

The study examined Telugu television channels across Andhra Pradesh and Telangana, where 50 channels were operating in both states. Among these, 10 channels were selected for detailed analysis based on the number of employees. The selected channels covered major categories such as entertainment, news, sports, and devotional segments, ensuring adequate representation.

Data was collected from 120 respondents across 10 Telugu Television channels regarding their age, gender, Experience, job nature, and income status. Age, Designation, Education, Years of Experience.

5.2. Reliability Test:

Reliability is considered as internal consistency, which is the degree of inter correlation among the variables that constitute a scale. It represents the level of homogeneity in the variables of the scale. Internal consistency is measured using a reliability coefficient of Cronbach’s alpha. The standardised Cronbach’s coefficient alpha has been calculated for the (3210) variables of the data collected.

Dimension	No. of Variables	Cronbach’s Alpha
Professional growth factors of women journalists	21	0.989
Professional growth and job satisfaction	09	0.991
Total	30	0.990
<i>Source:</i> Primary data through questionnaire		

Inference: The reliability analysis shows very high internal consistency among the 30 variables used in the study. Cronbach’s Alpha values of 0.989 and 0.991, along with a split-half correlation of 0.948 and a reliability coefficient of 0.973, indicate that the questionnaire is highly reliable and suitable for analysing women journalists’ professional growth

5.3. KMO and Bartlett's Test

The Kaiser-Meyer-Olkin (KMO) determines sampling adequacy, it signifies the ratio of the squared correlation among variables to the squared partial correlation between variables. Its values between 0 and 1, which value close to 1 represents that patterns correlations are relatively compact and should yield distinct and reliable factors.

KMO Measure of Sampling Adequacy		.903
Bartlett's Test of Sphericity	Approx. Chi-Square	5889.800
	Df	300
	Sig.	.000
Source: Primary data through questionnaire		

Before scheduling for factor analysis, the eligibility of the data has to be tested by conducting KMO - Bartlett's test. Sampling adequacy and multivariate normality among variables are determined through this test. In this study, the value KMO was 0.903, > 0.5 which represents that the taken sample was highly adequate. The value of Bartlett's Test of Sphericity was 0.000 < 0.05, indicated multivariate normality among variables. Consequently, Factor Analysis was considered as a suitable tool for further data analysis.

Based on the varimax Rotation with Kaiser Normalisation summary, 5 factors were extracted. Each factor comprises all those variables which had a value of factor loadings higher than 0.5. 21 variables were associated with 5 factors. All variables were extracted into 5 factors in the study. These 5 extracted factors explained 60.696 per cent of the variability in professional growth factors of women journalists.

5.3.2. Rotated Components Matrix:

This Matrix indicated the rotated factor loadings, which are having correlation between variables and factors. The factor column represents the rotated factors that have been extracted from the total factor. These are the core factors that have been used as the final factor after data reduction.

5.3.3. The Naming of The Factors From Rotated Component Matrix Of Factors Of Professional Growth Of Women Journalists:

Factor Number	Variable Number	Variable Covered	Factor Loading Values	Factor Name
1	V6	Women journalists receive equal professional recognition as male journalists in TV channels.	.782	Workplace Recognition and Professional Respect (Frederick Herzberg, 1966; Abraham Maslow, 1943)
	V9	Women journalists are respected by colleagues and supervisors in the newsroom	.701	
	V11	Women journalists receive fair performance evaluations in television channels.	.664	
	V13	Women journalists are encouraged to contribute ideas in editorial meetings.	.629	
2	V7	Women journalists are assigned important reporting responsibilities in TV media.	.753	Organizational Commitment and Empowerment (Rosabeth Moss Kanter, 1977; Alice Eagly & Carli, 2007)
	V10	Women journalists equally participate in editorial decision-making processes	.693	
	V21	Women journalists are motivated to take up decision-making roles.	.628	
	V16	Women journalists are encouraged to assume leadership roles in TV Channels	.569	

3	V8	Women journalists receive equal pay for equal work in TV channels	.564	Economic Equality and Career Advancement (Gary Becker, 1993; International Labour Organization, 2018)
	V12	Women journalists have equal access to professional networking opportunities	.556	
	V22	Women journalists have equal career advancement opportunities as their male counterparts.	.551	
	V17	Women journalists are fairly considered for managerial and editorial positions	.526	
4	V14	Working hours in TV journalism are suitable for women journalists.	.768	Working Conditions and Work-Life Balance (Jeffrey Pfeffer, 1998; World Health Organization, 2020)
	V15	Women journalists struggle to balance work and family responsibilities.	.693	
	V20	Women journalists experience stress due to irregular working schedules.	.679	
	V18	Women journalists feel safe while performing reporting duties	.664	
V5	V23	TV channels provide equal training and development opportunities for women journalists	.741	Organizational Support, Policies, and Professional Development (Kathy E Kram, 1985; Herminia Ibarra et al., 2010)
	V24	Women journalists receive mentorship from senior professionals.	.644	
	V19	Television media organizations provide family-friendly policies for women journalists.	.607	
	V26	Gender bias exists in TV media organizations.	.561	
	V25	My company provides supportive workplace policies during field assignments	.525	

From Table 5, factors were found based on the loading values of the Rotated Component Matrix. And five factors were identified with 21 variables, which were greater than .5 and one variable was removed, which was less than .5 factor loading value. Those factors were named as Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development, with reference to previous authors. The above table presents five factors derived from exploratory factor analysis and their percentage of variance.

5.4. Multiple Regression Analysis

The impact of independent factors on women journalists' job satisfaction and professional development was examined using the traditional multiple regression analysis method. This approach was used to assess how well the two factors—organizational policies and workplace culture—predict and impact women journalists' overall career growth prospects and job satisfaction levels.

5.4.1. Model Summary for Organizational policies and workplace culture significantly influence the professional development and job satisfaction of women journalists.

Table6: Organizational policies and workplace culture significantly influence the professional development and job satisfaction of women journalists. Model Summary

Model	R	R ²	AdjustedR ²	Estimate the Std. Error	Valueof Durbin-Watson
1	.890 ^a	.793	.788	.555	1.877
a. Predictors: (Constant), Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development					
b. Dependent Variable: professional growth and job satisfaction of women journalists					

Source: Primary data through questionnaire

The regression model created to investigate how workplace culture and organizational policies affect women journalists' professional growth and job satisfaction is shown in the Model Summary table 6. According to Hair, the regression model's strength may be explained by the coefficient of determination, which can be interpreted as 0.25 (weak), 0.50 (moderate), and 0.75 (substantial).

R Valu: The multiple correlation between the independent and dependent variables is indicated by the R value, which has a range of -1 to +1. The current model's R value of 0.890 shows a very strong positive correlation between the dependent variable—the professional growth and job satisfaction of women journalists—and the independent factor—Workplace Recognition and Professional Respect, organisational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organisational Support, Policies, and Professional Development. This implies that better professional development and increased job satisfaction among women journalists are closely linked to changes in the five factors.

R Square (R²): The coefficient of determination, or R² value, is a number between 0 and 1 that shows how much of the variance in the dependent variable can be explained by the independent variable. Workplace Recognition and Professional Respect, organisational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organisational Support, Policies, and Professional Development account for 79.3% of the variation in women journalists' professional development and job satisfaction, according to the R² value of 0.793. This suggests that workplace policies and organizational culture have a significant and high explanatory power in influencing the career growth and job happiness of women journalists.

Adjusted R Square: The Adjusted R² score of 0.788 shows that the predictor variable still accounts for 78.8% of the variance in professional growth and job satisfaction after controlling for potential sampling mistakes and model complexity. The regression model's stability and dependability are confirmed by this value's near proximity to the R².

The Durbin-Watson statistic: There is no discernible autocorrelation among the residuals, as indicated by the Durbin–Watson value of 1.877, which is near the standard value of 2. As a result, the regression model can be regarded as statistically reliable for additional investigation since it satisfies the assumption of independence of errors. Variance of Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development significantly influence the professional development and job satisfaction of women journalists.

Overall, the regression model makes it abundantly evident that Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development have a big impact on women journalists' professional growth and job happiness. Fair organizational practices, inclusive work environments, and supportive institutional regulations can greatly improve the career advancement, job happiness, and long-term engagement of female journalists in the media sector.

Table7: ANOVAfor Organizational policies &workplace culture significantly influence professional development & job satisfaction of women journalists.

Model		Sum of Squares	Df	Mean Square	F	Sig.(P Value)
1	Regression	690.808	13	53.139	172.392	.000 ^b
	Residual	180.632	586	.308		
	Total	871.440	599			

a. Dependent Variable: professional development and job satisfaction of women journalists
b. Predictors: (Constant): Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development

The regression model's F-statistic is statistically significant at the 0.05 level (95% confidence interval), according to the ANOVA results. This test verifies whether the dependent variable—the professional growth and job happiness of women journalists—is significantly predicted by the suggested regression model.

The table indicates that the F value is 172.392 with a significance (p-value) of 0.000, which is below the 0.05 cutoff. This demonstrates unequivocally that the regression model successfully explains the dependent variable and is statistically significant. The findings show that Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development have a big impact on women journalists' career growth and job happiness.

Additionally, the regression sum of squares (690.808) in comparison to the residual sum of squares (180.632) shows that the regression model accounts for a significant amount of the variance in the dependent variable. This implies that encouraging workplace culture, equitable institutional procedures, and supportive organizational policies are essential for improving career advancement prospects and job satisfaction among female journalists.

Consequently, the results of the ANOVA verify that the suggested regression model is statistically sound and appropriate for elucidating how Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance, Organizational Support, Policies, and Professional Development affect the career advancement and job satisfaction of women journalists.

5.4.2. Regression-Coefficient-factors of career advancement significantly influence the professional development and job satisfaction of women journalists

The regression coefficient explores the detailed parameters (Beta values) and the significance values of the variables. The coefficient value of the unstandardized beta measures each variable's contribution to the model.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig. (P Value)	
	B	Standard Error	Beta			
1	Constant	1.652	.157		10.556	.000
	Workplace Recognition and Professional Respect	.096	.034	.117	2.784	.006
	Organizational commitment and empowerment	.166	.041	.206	4.056	.000
	Economic Equality and Career Advancement	.067	.035	.095	1.906	.050
	Working Conditions and Work-Life Balance	.221	.034	.279	6.517	.000
	Organizational Support, Policies, and Professional Development	.137	.030	.184	4.513	.000
a. Dependent Variable: professional development and job satisfaction of women journalists						
Source: Primary Data Through Questionnaire						

The strength, direction, and importance of the influence of Workplace Recognition and Professional Respect, organizational commitment and empowerment, Economic Equality and Career Advancement, Working Conditions and Work-Life Balance.

The t-values and significance (p-values) are used to assess the statistical significance of the suggested associations, while the standardized regression coefficients (beta values) show the strength and direction of each independent variable's influence on the dependent variable.

The model's multiple regression equation is written as follows:

$$Y=0.117X1+0.206X2+0.095X3+0.279X4+0.184X5+1.652$$

Professional growth of women journalists

- X1=Workplace Recognition and Professional Respect
- X2=Organisational commitment and empowerment
- X3=Economic Equality and Career Advancement
- X4=Working Conditions and Work-Life Balance
- X5=Organisational Support, Policies, and Professional Development

5.4.3. Multiple Regression Result Summary:

The summary results impact: Multiple Regression is exhibited in the table

S. No.	Drivers Of Employee Engagement	Sig.(P-value)	Remark	RSquare value
1	Workplace Recognition and Professional Respect	.000	Rejected	0.523
2	Organizational commitment and empowerment	.006	Rejected	
3	Economic Equality and Career Advancement	.000	Rejected	
4	Working Conditions and Work-Life Balance	.050	Rejected	
5	Organizational Support, Policies, and Professional Development	.000	Rejected	

The findings unequivocally show that workplace culture and organizational rules have a big impact on women journalists' professional growth and job happiness. The null hypotheses are rejected in every instance because the p-values for all the chosen factors—workplace recognition and professional respect (p =.000), organizational commitment and empowerment (p =.006), economic equality and career advancement (p =.000), working conditions and work-life balance (p =.050), and organizational support, policies, and professional development (p =.000)—are less than or equal to the standard significance level of 0.05. This suggests that each of these factors influences employee satisfaction and engagement in a statistically meaningful way. Additionally, the model's moderate to strong explanatory power is suggested by the R Square value of 0.523, which shows that these factors together account for around 52.3% of the variation in women journalists' professional progress and job satisfaction. Overall, the results highlight how important inclusive work environments and supportive organizational structures are to women journalists' career development and job satisfaction.

6. FINDINGS AND CONCLUSION

Findings

1. The results of the regression study show a very good correlation (R = 0.890) between workplace culture, organizational policies, and the professional growth and job happiness of women journalists. The high R2 result (0.793) indicates that the chosen factors account for over 79.3% of the variation in professional advancement and work satisfaction.
2. Economic equality and career progression, organizational commitment and empowerment, workplace recognition and professional respect, working conditions and work-life balance, and organizational support were all determined to be statistically significant (p < 0.05). This demonstrates that every element has a significant impact on the career results of female journalists.

3. Working conditions and work-life balance ($\beta = 0.279$) were shown to be the most relevant factor out of all the factors, suggesting that women journalists' progress and satisfaction depend on flexible schedules, safety, and reasonable workloads.
4. Career success is greatly influenced by organizational support, policies, and professional development ($\beta = 0.184$), highlighting the significance of training, mentorship, and supporting policies.
5. Although at a very moderate level, workplace recognition ($\beta = 0.117$) and economic equality ($\beta = 0.095$) also have an impact on job satisfaction, indicating ongoing disparities in equitable pay and recognition.
6. Women journalists still encounter obstacles that impede their professional development, such as gender bias, a lack of leadership possibilities, erratic work schedules, and work-life imbalance, despite rising involvement.

6.2. CONCLUSION

The study comes to the conclusion that workplace culture and organizational rules have a significant impact on how women journalists in Telugu television channels develop professionally and are satisfied with their jobs. The results unequivocally show that elements like recognition, empowerment, economic equality, work-life balance, and organizational support have a big impact on career progression and general job satisfaction. The most important factors among them are work-life balance and working circumstances, underscoring the demanding nature of television journalism.

Despite their active contributions in a variety of media sectors, women journalists continue to face structural and cultural impediments and are underrepresented in leadership roles. In order to improve their professional growth, the study highlights the importance of establishing a gender-inclusive workplace through equitable policies, equal opportunities, mentorship, and supportive organizational practices. In addition to increasing job satisfaction, strengthening these areas will help create a media ecosystem that is more productive and egalitarian.

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