

## **Working Media Women**

**Authors: D.V.R. Murthy & G. Anita**

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By the mid 90's India experienced incredible changes due to the mushrooming of Satellite Television channels. The booming of electronic and satellite communication and the rapid technological growth in the communication process witnessed during the recent years have changed the complete profile of media and media personnel in India. Although the number of personnel working for the media organizations has been increasing continuously, in India, only a few studies have been conducted to examine the sociological issues related to these media personnel.

*Working Media Women: Profile, Work Environment and Job Satisfaction* covers a vast canvas – the profile, work environment and job satisfaction among the working media women in the three selected cities of Andhra Pradesh – Hyderabad; Vijayawada and Visakhapatnam. This book has been authored by Dr. D.V.R. Murthy and Dr. G. Anita. Both the authors have vast Industrial and academic experience.

It is very relevant to recite Manu Dharmashastra in this context. According to *Manusmriti*:

*The society that confers respect and dignity to women flourishes with nobility and prosperity. And a society that does not put women on such a high pedestal has to face miseries and failures regardless of the noblest deeds they perform otherwise.*

The governing bodies of India boast of women's empowerment and equal rights to women. But in actuality, in the contemporary Indian society, even after 67 years of Independence, women are neglected. The book examines the sociological issues of media women varying from print journalists to television anchors and from script writers to radio announcers.

The objectives of this book based on research conducted in the cities of Andhra Pradesh in 2007 are as follows:

- To find out the socio-demographic profile of the working media women in the study sample.
- To find out various family details of working media women such as spouse employment, education, income and so on, apart from its impact on their marital life.

- To examine the levels of satisfaction among the working media women in the sample in relation to childcare arrangements.
- To examine the work setting vis-à-vis professional freedom of the working media women in the study sample.
- To ascertain the professional satisfaction of working media women in the study sample in different media organizations.

This book commences with the argument that very few studies have been conducted in India to examine the sociological issues involved in the career of the media personnel in general, and about media women in particular. The authors further argued that a few earlier studies in India have attempted to study only working media women in print media. With the advent of satellite television channels in India, the number of working women in media in different capacities has increased substantially; and there is a definite need to study the profile, work environment and levels of job satisfaction of these working media women.

The book is well structured and divided into eight chapters. In the first chapter entitled *women and media*, such issues as - women, family and childcare; women and sexual harassment; women and media; women in Indian media; sociological study of gender and work; gender model; job model; women work force in media; etc have been discussed, exhaustively. In this chapter, the following statement of Usha Rai, a noted journalist in India, has been presented to reflect the overall experiences of working media women:

*“When I joined the Times of India, Delhi, in 1964, there was no toilet for women on the editorial floor and I had to get to the telephone operators to borrow the key to use their toilet on the ground floor”.*

In the second chapter- *Research Methodology*, the authors present the key issues in the research, providing an overview of the research agenda. The third chapter *Working Media Women* gives a detailed back ground to the profile of working media women in the chosen three cities of Andhra Pradesh. Tabulation and Analysis of all the data pertaining to the 127 respondents is the highlight of this chapter.

In the fourth chapter *Working Media Women: Marriage, Spouse and Children*, the authors, Murthy and Anita argue that media women have been facing varied problems especially, problems pertaining their marriage, spouse and childcare. According to the authors, most of the respondents felt that their family life was being adversely affected in many ways. In this chapter many issues varying from age distribution of respondent’s spouse to duration of time spent with the children

in a day have been tabulated for bringing out the information, effectively.

Chapter five entitled *Working Media women and Work Environment* profiles the detailed information on work environment, focusing on many critical issues like work for extra hours; workplace environment; and treatment by male colleagues. In a similar manner, chapter six - *Working Media Women and Job Satisfaction* gives an exhaustive analysis on the levels of satisfaction of working media women for various parameters.

At the heart of this study, in chapter seven a total of four case studies have been presented to focus on the opinions of the respondents. This reviewer would have preferred a more detailed exposition of these case studies in terms of quantity. The last chapter of this book arrives at the conclusion of the entire study. The key finding in this study is that the majority of women are not satisfied with the childcare arrangements. Also, though the women are willing to work in night shifts, the administration is not in a position to provide transport.

In terms of methodology, surveys have been conducted and data thus collected has been analyzed with a clear criterion for analytical categories. The authors recognize the limitations of quantitative research (only 127 working media women have come up for the analysis) that went into this book. They offer a number of findings in the last chapter based on their study.

This book not only makes some thought provoking observations based on the survey but also gives suggestions to improve the working conditions for women journalists. Overall, the book "*Working Media Women: Profile, Work Environment and Job satisfaction*" succeeds in supporting its objectives and advances our understanding of the profile, work environment and job satisfaction of working media women from the three cities of Andhra Pradesh. There is no doubt that the book makes a good reference work for the students of journalism, in particular, those researching on working women in the media. The data gathered provides a useful insight into aspects related to working women in media in Andhra Pradesh. In this way, this book contributes to our knowledge and understanding of the working women in media and their social and cultural impact. This study might be followed up by further studies from all parts of India to include the working media women from all three geographic levels – urban rural and semi-urban.

*Suman Kumar Kasturi*  
*Indian Air Force*