A Study on Job Satisfaction on Media People with Special Reference in Chennai- [VIJAY TV]

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Abstract— **Television is playing a vital role in Indian society. Indian people mostly spend their time on watching Indian media as compare to other channels. This study is to find out the Viewers Behavior of Vijay Television. The study was made at Vijay Television private limited. The topic titled, "A study of viewer's behavior at Vijay Television private limited" concentrates on analyzing the marketing opportunities and to know the activities and facilities provided by company to satisfy viewers. An attempt has been made to find out the viewership details, the most preferred channel, and the most preferred programmers in the channel. And also to find out the viewer's behavior towards the channel and to find their interest and expectations.**

INTRODUCTION

The television media organizations, the practice of internally hiring gifted employees is customary, but some employees do not believe this is happening often or it is not happening to them. Vertical hiring practices or promoting senior employees are not as common as they used to be. A common practice has been to promote based on talent or who you know. Experienced employees are aware of the practice and can sometimes understand its rationale, but most do not agree with its practice. Employees believe they are eligible for promotion if they work hard at their jobs and follow industry rules. As the television media industry grows and new challenges and responsibilities increase, some employees feel so should the reward and recognition of a new title and not just the customary merit increase sometimes used as a tool to quiet promotion talk. Despite the demanding nature of the work, the television media environment is a vibrant industry due to the glamour aspect of celebrity and parties embedded in its core. Regarding the long-term career aspect of working in television media, there are sometimes considerations to the nature of the industry where one could argue he or she is at a plateau and do not know how to get

out of it. Because the television media industry is a challenging industry in which to gain employment. Job satisfaction is the attitude of the professionals and employees towards their job environment and job conditions. Satisfaction in work and the work environment is the basic constituent of job satisfaction of the employees. Employee attitudes and values influence their behavior. Positive outlook and backup from top management and human resources management department helps modify the behavior of the employees resulting in higher performance level. Job satisfaction has been commonly viewed as an attitude, generally acquired over a period of time as an employee gains more and more benefits from the organization. The organizational leaders and managers need to pay attention to employees' attitudes since they matter most. The concept of job satisfactions is widely discussed by various researchers across the globe. The media institutions cannot function successfully in the absence of job satisfaction and job advancement opportunities for employees. The present study examines the job satisfaction and job advancement of media professionals in public and private sectors with special reference to Chennai. The salient features of the study such as theoretical framework of job satisfaction, job characteristics as predictors of job satisfaction, job satisfaction and advancement of media professionals, significance of the study, statement of the problem and objectives of the study are presented in this chapter.

SCOPE OF THE STUDY

This project acts as a reference guide or as a source of information. It gives the idea about the job satisfaction in media industry. The main scope of the study was to put into practical the theoretical aspect of the study into real life work experience. The study

deals with analysis questioners of many people and idea about industry job satisfaction. And also, study has been conducted for gaining practical knowledge about HR practices.

OBJECTIVE

- To assess the level of job satisfaction in media people.
- To identify the satisfaction factors of employees.
- To identify the perception of employees.
- To bring out the opinion and suggestion of employees at media.

REASEARCH METHODOLOGY

The salient features of research methodology such as conceptual framework of the study, hypotheses of the study, study variables, research design, selection of study areas and sample, tools of data collection, primary data collection, secondary data collection, statistical analysis and definitions of the terms used in the study are amplified in this chapter.

- PRIMARY DATA – It is for collecting information for the specific purposes of their study.
- It is collected through questionnaire.
- SECONDARY DATA – It is collected from previous research papers, articles and newspapers.
- Simple percentage
- Rank

REVIEW OF LITERATURE

Brown (2021)[1] evaluated the relationship between the motherhood and professional advancement. The study revealed that flexible work arrangements had not supported the professional advancement of working mothers. The study revealed that motherhood had an extreme impact on professional advancement. The scholar suggested that women professionals should be imparted specialized training and orientation programmes for better professional skill, competence and leadership development.

Azmi (2021)[3] assessed the career advancement of Muslim women in public sector. The study revealed that advice from immediate boss, education, performance abilities, commitment, dedication and seniority had facilitated career advancement of employees. The scholars reported that the women employees had given high priority for their family related issues and concerns. The scholars suggested that the goal of career advancement of women should be achieved through child care, longer maternity leave, flexible working hours, work at home or job sharing and reducing travelling time and geographical relocation.

Ramdhony (2021)[4] analysed the career progression of women in accounting sector. The study revealed that certain factors such as status, high wages, strong social skills and job satisfaction were associated with the job advancement of women. The study revealed non-significant association between age and position occupied by women. The scholars suggested that the barriers hindering the career progression of women accountants should be eliminated through adoption of best practices and involvement of specialists.

ANALYSIS AND NTERPRETATION

HOW MANY YEARS HAVE YOU BEEN WORKING IN THIS COMPANY?

	NO OF RESPONDENT	PERCENTAGE
LESS THAN THE YEAR	60	46.9%
1-3 YEARS	27	21.1%
3-5 YEARS	16	12.5%
MORE THAN 5 YEARS	25	19.5%

Interpretation:
The table shows that 46.5% of the respondent in the less than years.21.1% of the respondent in 1-3 years.12.5% of the respondent in 3-5 years. And 19.5% of the respondent in more than 5 years.

DO YOU FEEL CONNECTED TO YOUR CO-WORKERS?

	NO OF RESPONDENT	PERCENTAGE
YES	103	80.5%
NO	25	19.5%

Interpretation:
The above tables shown that 80.5% of the percentage in respondent of yes. And 19.5% of the respondent in the no.

IS YOUR MANAGEMENT TRANSPARENT ABOUT ITS WORK?

	NO OF RESPONDENT	PERCENTAGE
YES	102	79.9%
NO	26	20.3%

Interpretation:

The table shows that 102 of the respondent in 102.And 26 of the respondent in the no.

DOES YOUR COMPANY OFFERS ADEQUATE OPPORTUNITIES FOR PROMOTIONS AND CARRER DEVELOPMENT?

	NO OF RESPONDENT	PERCENTAGE
YES	103	80.5%
NO	25	19.5%

Interpretation:

The table shows that 80.5 % of the respondent in yes. And 20 of the respondent in no.

FINDINGS AND SUGGESSTION

1. There were more number of male respondents (68.75%), 20-35 years age groups (53.99%), graduates and post-graduates educational categories (78.13%), media professionals (90.28%), upper and middle SES categories (67.71%), private sector media organizations (56.94%) and Chennai media organizations (52.43%) respectively among the study sample. 128 Media Organizational Culture
2. Media institutions have healthy moral frame work (61.46%).
3. Media institutions have sound institutional culture (64.24%).
4. Media institutions do not have progressive work culture (62.50%).
5. Media institutions have planned organizational development parameters (64.24%).
6. Media institutions have sound infrastructural facilities (68.75%).
7. Media institutions have committed leadership opportunities (67.01%).

CONCLUSION

The overall study shows that the correlation among media organizational culture, job security of media professionals, job involvement of media professionals and job advancement of media professionals are positive and statistically significant. The management should also properly handle agreements and negotiations with media professionals and labour unions to ensure active involvement of media professionals in making the destiny of media organizations. The media owners and leaders should boost the morale of the media professionals and facilitate greater production and productivity. The media leaders should improve their leadership behavior which has a positive impact on job satisfaction and job advancement of media professionals. The media leaders should explore new avenues and possibilities to inspire the media professionals to higher performance.

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