

JOB AND SALARY SATISFACTION OF JOURNALISTS IN TELUGU PRESS: A SURVEY ANALYSIS IN ANDHRA PRADESH

Dr. J.Madhu Babu*

J.Manjunath**

ABSTRACT

This study explores how to job and salary satisfaction of Journalists in Telugu Press in Andhra Pradesh. For this study, a survey was conducted on 100 journalists working at 9 general daily Newspapers in Krishna District (Rural) of Andhra Pradesh, India. The research results showed that, demographic profile of journalists, Qualification in Journalism, working position in the present organization, Job and salary satisfaction. Majority of journalists feel unsatisfied with their salaries, and they have no appointment orders. They were said their work was temporarily basis. Finally concluded that the attitude of managements did not interest to pay salaries to Journalists.

Key words: Telugu Press, Journalists, Satisfaction, salary, Job.

Introduction

At the beginning of the journalistic career the rather tough and adverse conditions i.e. low payments, unpaid extra working hours, acting as assistant to the Chief Reporter or Staff reporter by serving personal works, and not working as a real reporter. It's may give rise to professional dissatisfaction and lead journalists to change their jobs and sometimes, even their careers'. It way stated in this study that the youngest journalists had the lowest wages. Most of the young

* **Assistant Professor, Department of Journalism & Mass Communication, Acharya Nagarjuna University, Guntur, A.P., India.**

** **Research Scholar, Department of Journalism & Mass Communication, Acharya Nagarjuna University, Guntur, A.P., India.**

journalists are loss their valuable future and time in this profession. They admire to very small identity and respect from the politicians and officials. However, poor earnings were complained of by the various journalists who, as a result, felt they had a low quality of life style. Many journalists gave priority to the story, earning salary and making their safety a secondary issue - they felt that it they did not report News Stories.

The fate of most of the journalists lives in the miserable conditions. Some of the journalists at various levels are simply treated as bonded laborers and thrown out by the capitalistic managements at their whims and fancies. No hesitation to write that even today many of the managements coerce and force the editorial staff to resign. That's why, that journalism which is termed as the 4th Estate is noble profession on one hand but it is the most thankless job on the other hand. Most of the lives of journalists are always struggles with their own cause or for the sake of the society.

Journalism

Journalism is a Philosophy, for Philo-sophy means, 'love and pursuit of wisdom by intellectual means and moral self-discipline'. In other words, it is an endless search for truth quest for truth's necessitates introspection. Introspection lead to introversion. So, it is the penultimate state of penance to search and explore the inner-self.

Importance of Press

The role of the media in the society primarily depends upon the society and its impact on the freedom it enjoys, its access to the people and its credibility and acceptability. Democracy requires an informed public opinion for its effective operation, since the public opinion becomes the ultimate controller of social goals, laws, and affairs of the society. Democratic constitutions therefore have to guarantee freedom of the press to ensure free flow of information. The citizens need information to understand the day to day affairs of the society -both on its civil and political side.

Over the years the press become too powerful that it soon acquired the states of 'Fourth Estate' as it was aptly described by the British politician Edmund Burke. It also became so indispensable

for the democratic functioning that Thomas Jefferson, the third US president (1801-09) said, ‘we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter’. For the same reason Pundit Nehru declared ‘I would rather have a completely free press with all the dangers involved in the wrong use of that freedom than suppressed or regulated press’. (Speech at the Newspapers Editor’s Conference on 3rd December, 1950). The press as a mass communicator as a self-assumed representative of the people, as their regular and constant spokesmen and as unignorable intervener on their behalf became almost a natural ally of the society and its inseparable projection.

Brief History of Telugu Dailies

Andhra’s first successful daily paper the *Andhra Pathrika*, it was started as a weekly from Bombay in 1908 by Kasinadhuni Nageswara Rao Panthulu. He moved the weekly to Madras in 1914 and after few years, converted it in to a daily. After the death of Nageswara Rao in 1938, the pathrika was managed by a trust. It shifted to Vijayawada in 1965 after Andhra province was formed. Later it started publishing from Hyderabad too.

A popular rival of *Andhra Pathrika* was the *Andhra Prabha*, first published in 1938 by the Express group. The first editor was Khasa Subba Rao, N. Narayana Murthy followed his as the editor. Narla Venkateswara Rao was the most famous editor of *Andhra Prabha*, who set a high bench mark for Telugu journalism. He loved his freedom. He resigned from the *Andhra Prabha* and became the editor of *Andhra Jyothi*. Which was started in 1960 at Vijayawada. The formation of Andhra Pradesh state in 1953 another two dailies started that is *Andhra Bhoomi* and *VishalAndhra*.

The *Eenadu* was launched in Vishakhapatnam 10th August 1974, and year later in Hyderabad. Ch. Ramoji Rao, the publisher of *Eenadu*, single handedly changed the way of journalism was practiced in Telugu media. *Vartha*, a daily newspaper was published in 1993 by the Sanghi group. However, *Vartha* compensated and filled the Vacuum and void created by the fading out of *Udayam* at that time. Then in recent times, ‘*Sakshi*’ with its colorful get up and makeup of every page broken all the earlier records of circulation.

Review of Literature

Demers showed that professional satisfaction was higher in decentralized news rooms, characterized by a higher level of autonomy for journalists. In 1995, pollard also concluded that the satisfaction depended on factors such as frequent discussion with job supervisors and the journalist's perception of autonomy.

Weaver et.al found that the best predictors of job satisfaction were the levels communication among journalists in the news room, especially between reporters and their editors, the perception of autonomy, and the flexibility in their work. Most of scholars conclude that professional autonomy, participation dialogue in the news room, and the values of their work were decisive factors in influencing job satisfaction of journalists. Job satisfaction among journalists obviously rests on numerous variables. Job satisfaction involves not only journalist's enjoyment of their jobs, but also to their contribution to their companies. If they were happy with their jobs, they tend to work more effectively. If they were not satisfied, they tend to leave their jobs, or sometimes the field of journalism entirely, because of both personal and organizational consequences of dissatisfaction: the news media need to address the issue.

In a variety of studies, Reinardy has used the concepts of job quality (Scott Reinardy), work family conflict (Scott Reinardy) and organizations support (Scott Reinardy). The concept of job quality, based on the work of Hackman and Oldham, separates employee's perception of their work in to four factors: autonomy, variety, importance and feedback (J. Richard Hackman and Greg R. Oldham).

Theoretical Frame Work

Herzberg, Mausner and Snyderman (1959) to examine workers attitudes towards their jobs. They elaborated what has come to be known as the Motivation -Hygiene theory and stated that there is a relationship between job attitudes and job productivity.

Furthermore, job satisfaction and job dissatisfaction could not be determined on the same range job satisfaction and job dissatisfaction are not oppositely, but rather, they act as a counterbalance to each other's they are viewed as two separate and parallel areas. Consequently,

Motivation -Hygiene theory established that job attitude could be measured by two sets of factors: motivation and Hygiene.

Those factors guiding workers to positive attitudes will not to be the same ones, necessarily as those leading them to negative attitudes.

In other words, positive job attitudes lead to high productivity. That is, workers who are happy in jobs are more productive. By contrast, negative job attitudes lead to poor performance, this means that when workers are discontented or frustrated in their jobs, their work productivity tends to decline.

According to Herzberg Mausner and Snyderman (1959) Hygiene factors are the political, social and technological machinery involved in the job, such as company policies and administration, supervision, physical working conditions, interpersonal relations, (supervisor and co-workers) benefits, and job security. Furthermore, motivation factors include recognition, achievement, work itself, responsibility, professional advancements and the Possibility of intellectual growth. In addition, the theory points out that workers loyalty to their company varies according to their level of job satisfaction.

Research Objectives

To identify the journalist social and economic background.

To study the journalists educational qualifications.

To understand the journalists satisfaction of job and salary.

Selection of Research Method

Survey is suitable for collecting primary data simultaneously from various parts of respondents (Babbie, 1998). Kerlinger(1973) considered survey research as social scientific research and focuses on people, the vital facts of people, and their beliefs, opinions, attitudes, motivations and behavior. It has been further clarified by Parten(1950) that the social scientific nature of the survey research is reviewed by the nature of its variables which can be classified as sociological facts, opinions and attitudes. With appropriate sampling, a survey can provide an illustration an

explanation of relationship between variables. Survey also allowed researchers to collect to primary data to archive and objective of study the reinforcement of values and adolescents identity.

Research Setting

The research setting of the study is the district of Krishna in State of Andhra Pradesh. Many newspaper publications such as *Eenadu*, *Sakshi*, *Andhrajyothi*, *Andhra Prabha*, *Andhra Bhoomi*, *Surya*, *Prajasakthi*, *Visalandhra* and *Vartha* are located in the Vijayawada city.

Method of Sample

The researcher proposed to use a survey method while adopting, a purposive sampling method to collect data pertaining to the study. The researcher in a preliminary survey listed out the total number of Press Reporters working in the newspapers. It has been found out that a total of 800 press reporters are working in the following newspaper organizations. The researcher contact the District Public Relation Officer (DPRO) and working Journalists unions requested and collected nominal roles and phone numbers of the Journalists.

The researcher, keeping in view of objectives of the study, decided to administer a questionnaire the researcher approached the respondents with a request to fill the questionnaire. However, a total of 170 respondents accepted to fill the questionnaire while 35 rejected the request. A total of 135 questionnaires 35 are not used data in this research, because majority of questions are incomplete. So, 100 questionnaires are used.

Research Instrument

In this study, the researchers decided to use quantitative method where a survey will be conducted on to the sample. The data collection instrument was a structure. Questionnaire is consisting of close-ended and open-ended questions. The structured questionnaire was divided into 4 parts. Part 1 will be multiple choice and open ended questions. While Part 2 and 3 requires the sample to answer the questions based on Likert (3 and 5 point) scale. The survey questionnaire will consist of questions regarding the journalist's personal background and satisfaction with job and salary.

A number of statements are developed with respect to a topic the score will be calculated in order to get accurate data and respondents must answer the questions base on the three point scale.

Data Collection Procedure

The process of data collection took 4 months, i.e. September to December, 2017. As the researcher was former journalist. Who worked in newspaper, they approached the respondents with a questionnaires. Further, they explained the purpose of the study to the identified respondents who cooperated with them in filling the questionnaires. Some journalists asked the researcher to leave the questionnaire with them. In spite of being given the questionnaires they did not return in time.

As the researcher was staying in Acharya Nagarjuna University Hostel in Nagarjuna Nagar, he led to travels Vijayawada, Nandigam, Gudivada, Pamaruru, Jaggaiahpetta, Uyyuru, Ibrahimpatnam, Machilipatinam, Hunauman Junction, Gannavaram, Avanigadda and other Assembly consistence to meet some respondents. Although prior appointments were fixed with few respondents, they were not available on account of special assignments.

Operational Definitions

Newspaper. A collection of folded printed sheets of paper published periodically (daily) for circulating news.

Working Journalist. “Working journalist” means a person whose main occupation is that of a journalist and who is employed as such, either whole-time or part-time, in, or in relation to, one or more newspaper establishments.

Staff Reporter. A person who writes news stories for a newspaper, magazine, etc., or a reporter of the permanent staff of a newspaper

Regular Contributor. To write and send for publications with others, or a person who sends written news for publication.

Stringer. A journalist employed part time by a newspaper or news agency to cover a particular (*esp* remote) town or area.

Data Analysis

Table 1 shows the demographic information. For this research, researchers collected data from members of Vijayawada press club. All respondents were male because they were no female Members (reporters) of Vijayawada press club. According collected data 39% respondents are in the age group of 36 to 45 years, 27 % have age group 26 to 30 years and 19 % were in age group of 46 to 56 years while 14 percent respondents were in age group of 56 years above.

Table -1 Demographic Information

S. No	Particulars	Respondents	%
1	Age		
	20-25Years	1	1.0
	26-35	27	27.0
	36-45	39	39.0
	46-55	19	19.0
	56 Years Above	14	14.0
	<i>Total</i>	<i>100</i>	<i>100.0</i>
2	Cast		
	FC	41	41.0
	BC	33	33.0
	SC	23	23.0
	ST	1	1.0
	Others	2	2.0
	<i>Total</i>	<i>100</i>	<i>100.0</i>
3	Education		
	Below Degree	24	24.0
	Degree	48	48.0
	Post-Graduation	20	20.0
	Technical/ Certificate Courses	8	8.0
	<i>Total</i>	<i>100</i>	<i>100.0</i>
4	Members in Family		
	Two Members	11	11.0
	There Members	22	22.0
	Four members	51	51.0
	Five Above Members	16	16.0
	<i>Total</i>	<i>100</i>	<i>100.0</i>

Majority of respondents (41%) from Forward Castes followed by Backward Castes (33%) and Scheduled castes (23%) and Scheduled Tribes one percent. Two respondents were not interested to claim their castes.

Majority of respondents 48% have Degree qualification. 24% respondents were Undergraduates and 20 % were Postgraduates. Only 8 % respondents have Technical/ Certificate Courses.

In the total sample of 100, 51 % of the respondents have four members in their family, followed by 22 % have Three members. 16 % have five above members in their families. The rest of 11 % respondents have two members in their families.

Table 2 Journalism Course and Appointment

S. No	Statements	Yes	No	Can't say
1	Have you Study Journalism Course? (Diploma or P.G)	22	78	-
2	Have you got training in the organization after joining in the job	38	62	-
3	Have you received your appointment letter	26	70	4

Statement: Have you studied journalism course?

A very large majority 78 % of respondents journalists said they will not studied journalism course. Only 22 % journalists answered that they studied journalism course.

Statement: Have you got training in the organization?

Training and professional development opportunities help journalists improve their skills and move up the career ladder. Only 38 % journalists felt that such opportunities were available to them at their organization while 62% felt such training where not provided by their organization.

Statement: Have you received your appointment letter?

A very large majority (70%) of journalists said they were not received appointment letters from the management. Only 26 % were received.

Table 3. Working position in Organization

S. No	Name of the Newspaper	Total	Stinger	Regular contributor	Staffer
1	<i>Eenadu</i>	10	7	3	-
2	<i>Sakshi</i>	16	5	8	3
3	<i>Andhra Jyothi</i>	16	5	5	6
4	<i>Andhra Bhoomi</i>	14	1	8	5
5	<i>Andhra Prabha</i>	9	3	6	-

6	<i>Vaaritha</i>	7	-	7	-
7	<i>Surya</i>	10	-	7	3
8	<i>Prajashakti</i>	10	-	8	2
9	<i>Visalandra</i>	8	1	6	1
Total		100	22	58	20

Table 3 describes the type of the appointment of the respondents more than half(58 %) of the respondents have been working temporarily in the respective organizations. While only 20 % of the respondents are on permanent basis. Interestingly, more member of stringers is founded in big media organizations. *Eenadu* has 7 and *Andhra Jyothi*, *Sakshi* newspapers has 5 stringers each, *Andhra Prabha* has employed 3 and *Andhra Bhoomi* and *Visalandra* have one stringers each on a temporally bases.

Similarly, the Telugu Newspapers *Sakshi*, *Andhra Bhoomi*, *Prajashakti* with 8 regular contributors each. *Vartha* and *Surya* has 7 each regular contributors. *Andhra Prabha* and *Visalandra* has 6 each regular contributors. But *Eenadu* has only 3 regular contributors.

Among the selected respondents exactly 20 % of the respondents have been appointed permanently as Staff reporters in the respective organizations. *Andhra Jyothi* has 6 and *Andhra bhoomi* has 5 Staff reporters on permanent basis.

Table 4. Caste & Organization

S. No	Name of the Newspaper	Total	Forward Caste	Backward Class	Scheduled Caste	Scheduled Tribe	Others
1	<i>Eenadu</i>	10	4	4	2	-	-
2	<i>Sakshi</i>	16	6	5	4	-	1
3	<i>Andhra Jyothi</i>	16	10	3	3	-	-
4	<i>Andhra Bhoomi</i>	14	3	6	5	-	-
5	<i>Andhra Prabha</i>	9	3	4	-	1	1
6	<i>Vaaritha</i>	7	5	1	1	-	-
7	<i>Surya</i>	10	5	3	2	-	-
8	<i>Prajashakti</i>	10	3	3	4	-	-
9	<i>Visalandra</i>	8	2	4	2	-	-
Total		100	41	33	23	1	1

In Indian society, caste hierarchy plays a predominant role and every individual belongs to one caste or another. Those castes for the purpose of government records are divided into four: open Category /Forward Caste (FC), Backward Class (BC), Schedule Caste (SC) and Schedule Tribe (ST).

Open Category represents the upper castes in social hierarchy. Table 4 shows the caste distribution of the total 100 respondents. 41 % of them belong to Forward Caste, 33 % are from backward class, 23 % belong to Scheduled Caste. Among the total respondents only one respondent belong to Scheduled Tribe.

10 OC respondents found in *Andhra Jyothi*, 6 BC respondents are found in *Andhra Bhoomi* followed by 5 SC. Interestingly only one ST respondent from *Andhra Prabha*.

Table 5. Job & Salary satisfaction

S. No	Satisfaction	Total	Mostly Satisfied	Satisfied	Satisfied/Neither unsatisfied	Unsatisfied	Mostly unsatisfied
1	Job or work Satisfaction	100	11	24	49	12	4
2	Salary Satisfaction	100	2	13	41	34	10

The researchers asked two questions about the satisfaction on work and salary.

Statement: Are you satisfied with the job?

Among the total respondents only 11% were mostly satisfied, 24% respondents were satisfied. 49 % respondents said neither satisfied nor unsatisfied and 12% respondents express their unsatisfaction on the present job. Finally only 4 % respondents express their view mostly unsatisfied.

Similarly the researchers asks to the respondents to satisfaction with present salary. Among the respondents only 2 members said mostly satisfied with present salary. 13% were satisfied. Majority of respondents (41%) were mostly satisfied nor unsatisfied with present salary. But

34% respondents clearly said they were unsatisfied with the salary and 10 % were mostly unsatisfied.

Table -6 Working Conditions

S. No	Statements	Total	Yes	No	Can't say
1	Are you receiving Monthly salary	100	33	48	19
2	Are you expecting any promotion in your work ?	100	24	37	39
3	Does organization transferred you	100	17	78	5
4	Does your organization look at you/observer at you	100	88	3	9
5	Are you planning to quite current organization and join other organization	100	17	57	26
6	Do you continue in the same profession	100	48	4	48

Statement: Are you receiving monthly salary?

Only 33 % of the respondents received monthly salary.

Statement: Are you expecting any promotion in your work ?

Only 24 % said yes remaining 37 % respondents said no and 39 % were said can't say.

Statement: Does organization transferred you?

78 % respondents said 'No' because they were part time reporters.

Statement: Does your organization look at you/observer at you?

88 % respondents said yes

Statement: Are you planning to quit from current organization and join other organization?

Only 17 % respondents said yes.

Statement: Do you continue in the same profession?

48 % respondents said 'Yes' only 4 % respondents were said 'No' but, 48 percent respondents said can't say.

Table 7. Annual Income of the Journalists

Range of income in Rupees	Respondents	%
Below 50,000	34	34.0
50,001-1,00000	40	40.0
1,00001-2,00000	6	6.0

200001 Above	1	1.0
Can't say	19	19.0
Total	100	100.0

The survey research shows that Andhra Pradesh Telugu print media salaries.

Among the total respondents 40 % were said they earning 50 thousand to one lack rupees for annum. 34 % respondents earning less than 50 thousand rupees, only one respondent said they received 2 lacks above salary per annum. 19% respondents not interesting said their salary because they felt guilty.

Table 8. Monthly Salary cross tabulation

S. No	Name of the Newspaper	Total	Yes	No	Can't say
1	<i>Eenadu</i>	10	10	-	-
2	<i>Sakshi</i>	16	11	5	-
3	<i>Andhra Jyothi</i>	16	5	7	4
4	<i>Andhra Bhoomi</i>	14	1	8	5
5	<i>Andhra Prabha</i>	9	-	6	3
6	<i>Vaaritha</i>	7	-	7	-
7	<i>Surya</i>	10	-	7	3
8	<i>Prajashakti</i>	10	6	2	2
9	<i>Visalandra</i>	8	-	6	2
Total		100	33	48	19

Among the 100 respondents 10 were worked in *Eendadu* Newspaper. All they were said received salary every month, in this *Sakshi* and *Andhra Jyothi* Newspapers working respondents 16 each. In *Sakshi* 11 respondents received their salaries every month, but in *Andhra Jyothi* only 5 respondents received salaries. Followed by *Prajashakti* (6), and *Andhra Bhoomi* (1) received their salaries promptly. But, *Andhra Prabha*, *Surya*, *Vartha* there are not paid salaries to their journalists. Overall, 48 % respondents clearly said they have not received salaries, but 19 percent respondents not interesting to say about Salary. The reason is they felt guilty to express about drawing salary information.

Summary of key findings

- Only 20 % of journalists are completed journalism course.
- While 62 % answered that were not provided training by their organization.
- 70 % have no appointment letters.
- 58 % journalists working in temporary basis.
- More number of stringer in big media organization.
- *Andhra Jyothi* have more number of Forwarded Caste reporters.
- Only 11 % respondents satisfied their job.
- Among the total number of respondents only 2 respondents said mostly satisfied their present salary.
- Above 70 % respondents not satisfied their salaries.
- Above 70% respondents not expecting any promotion and any transfer. Because they were not permanent employees.
- Only 17 % respondents thought to quit their jobs.
- Similarly 48 % respondents said continue in the same profession.
- 40 % respondents said they earning 50 thousand to one Lack rupees for annum.

Recommendations for Future Research

The sample of this study focused on the Krishna District (Rural) Press Reporters in special reference Andhra Pradesh. Future research should be investigate the model in a different setting, such as Visakhapatnam (City), and Tirupati (Urban). Therefore, additional studies should be conducted on these areas to measure and investigate the related factors that affect journalism. Other determinant factors should be considered in feature research as well, such as technological factors, environmental factors and infrastructure factors.

Discussion

The objective of the survey is to provide and over view of the Job and Salary satisfactions of journalists in Andhra Pradesh, along term practice has been pressuring journalists to work as volunteers or for many months on probation, although they actually perform full-time jobs. This is strategy often used by employers in ordered to avoid paying contributories and PF (Provident Fund). Young journalists are in this light often treated as qualified, but cheap labor force.

Provisions in laws that prescribed dismissals or removals from working journalist positions need to be defined more precisely. A particular problem in journalism is very little number of reporters comes under this working journalists category, remaining all were stringers or contributories, because the rules was not applicable to these journalists.

There is no data on the number of part time journalists the newspaper management never display their reporters. Because they never commit on paper, they were treat unofficial, reason is to avoid paying salaries. Available sources show that the most violated area rights to salary, length of working day payment of contribution, right to severance pay, and violation of dismissal and disciplinary procedures. Participants in this survey think that the amount of salary is an important factor in job satisfaction. Many young journalists worked for years in the status of stringers and contributors. They did receive an honorarium or Contribution / Consolidate pay or Line account. Many of them they did receive an invitations for breakfast and meals from the press meet /program organizers and some other financial gifts (money covers).

Conclusion

One of the important value of the journalistic profession, public service is the nature of the journalism. However, this is increasingly under pressure, as the financial motives in media companies grow stronger. Financial motive are not new, they are as old as media themselves. The balance between financial and journalistic motives, however, has changed making journalism more like any other industry.

This study has looked in to the satisfaction of job and salary of rural journalists working in major Telugu Daily Newspapers. The discussion of the research results is as follows first, the objective that a journalists salary, job satisfaction will have an influence on their working conditions. Moreover, journalist unions in Andhra Pradesh should concentrate for supporting journalists to solve the problems by decreasing the level of stress amongst journalists and also the Association must concentrate on resolving Journalists problems than personnel and political interests. Similarly, the management of Newspapers in Andhra Pradesh should provide salaries to journalists and to provide proper training and job security and facilities at work. The Government also have taken steps to implement the recommendations of the Majidiya wage board and to protect journalist's rights and lives.

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