



# Media And Gender: Understanding The Challenges And Aspirations Of Women Journalists In Tamil Media

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**Abstract:** The mass media is perceived as a fourth pillar of a nation. The journalistic profession is seen as a tool to report the facts and question the injustice happenings in the society. In this male dominated field, women's participation and their achievements are inevitable. Since ancient times, women have displayed their remarkable ability in reporting the human rights violations, corruptions, and also investigative reporting. In 2021 the World Press Freedom Index had ranked India at 142 out of 180 countries. The reporters face physical harassments to murder due to multiple challenges and social stigma. The reason for the ranking in the world press freedom can be said due to the vilification of the journalist, police cases against them, defamation and sedition suits etc. In case of women, they face more challenges in this profession. According to Reporters without Borders there has been a 35% rise in women journalists being sent to prison for their work worldwide. It also includes, gender bias, disparity in pay package, intimidation, violence of sexual nature, threats to their families, trolls, and the like. Reporters are required to seek judicial help for their safety. There are many case studies of the struggles that the women journalist has faced and enduring. The situation of women journalists is contrary in the present time. On one side, there is a strong participation of women in media. But at the same time, the safety and their professional growth is a questionable one. There are many successful women journalists in the country who have paved their way to the top. In this study, the researcher tried to understand the real time challenges in this journalism field through qualitative method. It will also provide the suggestion for the women reporters to make a mark in this male dominated profession.

## I. INTRODUCTION

The media industry is one of the most important and revenue generating sector. In this field, men and women strive to make a significant mark to let me society know about the true happenings around the world. Many courses are been offered by the educational institutions related to media studies which is one of the most sought courses by the students. Yet we can see the limited number of women who take media as their major profession due to various issues and challenges. According to Harvard business review (2019), which mentioned a 2015 report stating that the percentage of women constitute only [19%](#) of experts featured in news stories and 37% of reporters telling stories globally. As behavioural scientists studying women's underrepresentation in the workplace, it can be seen due to the gender imbalance in the society and the harmful stereotypes which limits the participation of women in the media industry.

According to a report by free press limited (2021), highlighted the challenges faced by the women journalist in Costa Rica, El Salvador, Egypt, Malaysia, Nepal, Nicaragua, Nigeria, Pakistan and Venezuela. The study identified with four forms of discriminations which includes the undermining the women journalists' skills

by the male colleagues, not permitted to cover hard news, inequalities in the salary, lack of career development and women are not given in leadership positions. It mentioned that, women have experiences online harassments especially when they cover news on child marriages, female genital mutilation, sexual harassment, trans rights, marginalized and indigenous land rights. Physical and emotional abuses are there in the organization.

Tanazaa Sakha & Nasreen Aslam Shah (2019), did a study on the women's experiences in the media industries. It also examines the present paper drawing upon a recent larger study conducted to explore women journalists' experiences at the workplace, both within the office and at public spaces where they are deputed on assignments, and its impact on their family lives, narrates the stories in women's own voices.

The pre and post covid era showed huge disparity in the participation of women in the media industry. During the Covid period, women had to fulfil more domestic responsibilities and other challenges from the organization due to which their participation eventually declined. Snehal Sachde (2023) stated that, even though women compasses 50% of the population in India, but the representation is not even equal in the journalism industry. As per a report of 2015, men and women had an equal representation during the pre-covid era with 60% of TV reporters and 43% of print reporters. But after the covid, the women workforce had completely obliterated their existence in the field of journalism. Women now form 52% of TV news reporters, 20% of radio newscasters, and 13% of print reporters in India. These figures are already low compared to figures from the overall Asian continent: 55% in TV, 42% in radio, and 31% in print. There are many notions that prevalent to these issues as women are perceived to be lacking in the ability to understand the areas which are seen as the male dominated ones, for example, business, politics, economics, sports and so forth. The presence of challenges in the media industries like sexism, gender stereotypes, low wages, no promotions and discrimination in the work environment have been a significant reason for the decline of the womens participation in the media industry. An example is that a website (top10about.com) mentions a story with the headline that says "Top 10 Most Beautiful Journalist in India". The sexualised headlines which emphasise more on the outlooks rather than the dexterity of an individual reflect the existence of sexism and objectification in the industry.

The Global Media Monitoring Project Report India (2020) which is a world's longest-running and most extensive research on gender in the news media. It revealed that the Indian media represent the women in the industry with a dual perspective. One side, we can see the under representation of women in the media profession and on another side, there are well know women personalities in the mass media sector. Their professional ability is seen beyond the subjects as politics, economy and international affairs. Many media professionals have their own media outlets where they share their work with the society. Many related issues like #MeeToo phenomenon, gender issues, sexual harassment in the work places, the rights of LGBTQIA+ have been widely covered by the media. Even though the media industry has seen a growth in the women employment and the persisting challenges, an organized change is the need of the hour to overcome the sustaining challenges faced by the women in the media industry. Women as news sources saw a sharp decline in 2020. The sharpest drop was seen in the sub-regional news category. Only in the International news category was there a marginal increase of 1%. In the local, national and sub-regional news categories, Indian numbers were lower than the corresponding Asia figures.

## II. LITERATURE REVIEW

Bharat Dhiman (2023), has analysed the opportunities and the challenges faced by the women in the media industry. He mentioned that, women play an important role in the public discourse the day-to-day happenings. There are many challenges that women face, which are low wages, lack of women in representative positions and constantly subjected to face harassments and abuse. He suggested that the media organizations and the Government should implement policies to ensure the safety of the female employees in the media organization and promote a gender balanced environment.

Simge Andi et al. (2020) did a study for the Reuters on Women and Leadership in the News Media 2020: Evidence from Ten Markets. The study analyzed 200 major online and offline news outlets in four continents. The study found that 23% of the top editors are women. Even though there are 40% of the journalists are women in the selected media outlets. Every single market covered has a majority of men among the top editors, including countries like Brazil and Finland where women outnumber men among working journalists. The percentage of women in top editorial positions varies significantly from market to market. In Japan, none of the major news outlets in our sample have a woman as their top editor. In South Africa, 47% of the top editors are women. When we compare the percentage of women working in journalism with the percentage of women in top editorial positions, we find a strong and positive correlation. Despite this, in nine out of ten markets, there are considerably more women working as journalists than there are women among the top editors.

According to Rachna Kanwar (2023) who has 25 years of experience across all forms of Media and Entertainment with long stints at leading organizations, shared her opinion that, In India, we have seen some strong women leaders in every sector, especially media and entertainment constantly breaking barriers and paving new ways for the next generation. Sadly, not all workplaces and organisations are committed to gender parity. Not just gender, but diversity and inclusion at a larger level, continues to be an unresolved issue in many sectors. Women in the workforce, at all levels continue to put their noses to the grindstone and work harder than others to prove themselves. A more gender-balanced workplace is urgently needed for women to achieve their professional goals. At Radio City, we have always focused on gender parity particularly and have been recognized as one of India's Best Workplaces for Women in 2019 as well as ranked 4th in 'Best Large Workplaces in Asia' in 2020, according to the GPTW survey. She also came up with some suggestions for the young female professionals in the media industry by focusing that there is a need to cultivate a culture that promote gender parity and equal opportunities to women in all the levels. There is a need to have a diverse work environment and gender balanced workplaces for the better outcome and in terms of work efficiency.

Based on the literature reviews, the researchers framed the objectives based on the top Tamil media outlets to understand the women's participation, challenges, and the gender bias in the media industry.

## RESEARCH OBJECTIVES

1. To analyse the role of women in the present media industry.
2. To understand the major challenges faced by the women in the media industry.
3. To check the gender bias in any forms present in the media industry.
4. To present recommendations for the equal participation of women in the media industry.

## III. METHODOLOGY

The study employed qualitative method to understand the challenges of the women in the media sector. A semi structured interview schedule was constructed for the purpose of data collection. Interview method is used when the researcher wants to understand something from an in-depth manner and it also gives a sense of privacy to the interviewees. In this study, the researchers want to understand the participation, challenges, bias in the media industry. It is found that many women media professionals were not willing to be a part of the study due to various personal reasons. So, the researcher selected this data collection method in this research. Women from top media outlets were selected through snowball sampling method. Due to privacy issues, the sample's name is mentioned as respondents. Totally 10 women from the media outlets were interviewed to understand the challenges, their role in the workplace and to know the recommendations for the participation of women in the media industry from their perspective.

Table 3.1: Sample's Data

SAMPLES	EXPERIENCE	DESIGNATION	ORGANIZATION
Respondent 1	1 Year	Reporter	Sun Tv
Respondent 2	20 Years	Editor	Asia Net Tamil Digital
Respondent 3	2 Years	Sub - Editor	Asianet News
Respondent 4	4.5 Years	Photojournalist	The Hindu
Respondent 5	3 Years	Journalist	Sun Tv
Respondent 6	4 Years	Sub - Editor	Kalaigarnar News
Respondent 7	2 Years	Sub - Editor	Indian Express
Respondent 7	Not Interested to Answer	Journalist	Not Interested to Answer
Respondent 9	1 Years	Reporter	Hindu Tamil
Respondent 10	Not Interested to Answer	Reporter	Not Interested to Answer

#### IV. DATA ANALYSIS

In this section, the researchers have presented the data given by the samples based on the questions asked during the interview.

##### 1. DEMOGRAPHIC PROFILE AND INSPIRATIONS TOWARDS THIS PROFESSION

Respondent 1 - I am a person who was interested in studying the politics of Tamil Nadu. Most of the politicians who inspired me were involved in this field, which gave me a spark to get into this field, Other than that I wanted to pursue something new which I believed I could get in this field.

Respondent 2 - Social interest, interest in politics, ability to influence people and make them knowledgeable.

Respondent 3 - I have completed M. A, M.Phil. in MS university. Currently working at Asianet News. There is no specific reason for me to become a journalist. While pursuing my UG, I had great interest in journalism and I wanted to write about issues that are prevailing in society. I was greatly concerned about women achieving in this field, and I wanted to be one.

Respondent 4 - Not interested to answer.

Respondent 5 - I am working as a journalist in Sun network for about 3 years, I want to become journalist as I got interest in media.

Respondent 6 - I completed my post-graduation from MS University, Tirunelveli. I chose to become a journalist, so I that can make an impact in society with my writings.

Respondent 7 - I have completed my M.Phil. in Manonmaniam Sundaranar University. I have four years of experience working in Digital Media. Currently I am working as a Sub Editor at Indian express. I scored very low marks in class 12th exam. So I chose this course. But now I have gone deeper into this field.

Respondent 8 - The reason is the desire to know the current affairs of the country.

Respondent 9 - I crossed my teenage period where, so many news channels and new journalist evolved. In that period of time debate shows were famous, I grew up by watching these channels, mainly Sangeetha Rajan from BBC inspired me made me to get into this field, other than that my personal interest towards current affairs, politics made me to take this field.

Respondent 10 - No specific reason.



## 2. Perception of Self Importance in the Work Environment

Respondent 1 - The importance of media and the level of competition in this field is so high because there are a lot of sources. Due to the development of social media platforms, I try to present myself in a different way and search for news things. The way we approach people also plays an important role in this. That is how people value our importance. According to me, dedication towards what we work for without thinking of appreciation will automatically take me to that place and that's what I do.

Respondent 2 - Feel it as a very responsible position. We are like a mirror and what we do has an impact on society.

Respondent 3 – Not interested to answer.

Respondent 4 - Not interested to answer

Respondent 5 – I feel very important in my organization as my value is recognized.

Respondent 6 - I have a positive work environment, though it is undeniable that sometimes women are treated as second-fiddle reporters.

Respondent 7 - People no longer have the same respect and trust in journalism as before. The service industry of journalism has now become a corporate company due to some private news channels. So, I don't feel any importance in this. I'm dependent on journalism for monthly salary like a normal IT employee.

Respondent 8 – No answer

Respondent 9 - Since I am working Hindu Tamil office, where most of the people are above 35, I am working in a place where my age will be most people's experience who are working here. Since I am in this digital media era, where most of the experienced persons content weren't that sort of influencing or in a catchy way, I do it in a way where it reaches today's generation through digital media easily.

Respondent 10 - Being a woman, I perceive my importance by giving my point of view, that connect female readers easily.

## 3.Tasks and assigned and its reception by the media professionals and audience.

Respondent 1 - Since I have around 1 year experience in the field of media, in this period I have been assigned to various news. Most of the news assigned to me was so important which at the beginning I found it difficult to approach but now after going through a lot of experience I could handle it much better.

Respondent 2 - I am the Editor of online web portals and other social handles including YouTube, Facebook, Insta, Share chat, Twitter etc. I ensure all important happenings including social interest are covered, break news, do news analysis, ensure websites and other social handles are available without any technical glitches and they are up-to-date and accurate. Assign work to the team and manage them, interact with outside agencies including vendors etc.

Respondent 3 – Not interested to answer

Respondent 4 - The Most Important assignment I got was the 2018 Pro Cauvery water management board protest, which got published in TOI. I have covered the Anti CAA protest in Chennai and won the Homai Vyarawalla award for that. Covid-19 assignments are the most important assignments I have done so far. From hospitals to graveyards, from empty streets to Migrant laborers, I covered different stories of different sets of people.

Respondent 5 – Not interested to answer

Respondent 6 – Not interested to answer

Respondent 7 – Since I am working in the digital field, I don't get a chance to go to the field and gather news. So, I could not fully explore the field of journalism. I rewrite or translate news by looking at other English and Tamil news websites. We also have some independent journalists. It sounds more like a typical typewriter job to me than a journalist job.

Respondent 8 – I do the job of Instantly posting of messages on social networking site of my organization.

Respondent 9 - Covering FDFS shows was difficult to me since so many people with different perspective approach me at same time, and also traveling to long distance despite of family for content is also hard.

Respondent 10 - Most of the night shift works and assignment are not given to female in my office. All other works were equally shared.

## 4.Time management issues and working in deadlines

Respondent 1 - This is one of the most important things, because being in a visual media it's more important in breaking the news first and to submit the news within the given time. At the beginning I felt stressed but now I learnt how to manage and proceed with the deadlines. It's more important to keep ourselves calm to

work on tight deadlines. Sometimes this may go out of hand but thinking and proceeding in a relaxed way will make this easy and that's what I do.

Respondent – 2 Plan the work and events in advance and allocate them to the team and close follow-up on the same.

Respondent 3 - I had never faced deadlines since my work was based on editing news on the specific day.

Respondent 4 - Flawless camera – mobile connection is mandatory. Let it be WIFI, nfc, card reader, one should make sure everything is set properly. Always have a backup SD card and battery. Learning new technology and upgrading helps a lot to file the pictures. One should coordinate with the immediate boss well, so that we can understand the importance of the story and be prepared for that.

Respondent 5 - Finishing within timeline without mistakes comes with experience.

Respondent 6 - I extend my work timings to cope up with the deadline at work.

Respondent 7 - Our company has only a few employees. So, there will be more work pressure. Even if you work properly, you will not get praise. Also, there is no welfare scheme for employees here. Working from home means you don't get leave even for an emergency. If you take such a leave, you have to work on the week off days. I took Tuesday leave for an emergency, so I worked this Sunday instead. This made me very stressed.

Respondent 8 - I encourage myself.

Respondent 9 - This is the most important things in this field, faster I submit the work it reaches will be high, for example shows like FDFS who ever submit it first gets more reach, doing important things without mistakes within the given time as a fresher was hard for me.

Respondent 10 - Since time management is the important thing in this field, as a fresher it is hard for me to proceed.

## **5. Support system from the organization for a professional development**

Respondent 1 - In my organization, though I am a junior, they gave me a lot of opportunities to learn new things. For example, they give me more chances for doing live even if I go wrong, somehow, they trained me by making me do it again and again. They are free and friendly to approach any doubts. They motivate me by assigning important news to me which helped my professional growth.

Respondent 2 - Induction training at the time of joining, training on new technologies (incl. h/w/software) like Search Engine Optimization, Google Analytics, YouTube etc.

Respondent 3 - The organization has provided intellectual and moral support, when I was new to the field. It greatly helped in the upcoming endeavors.

Respondent 4 - Freedom to do our own photo feature and pitching stories. Women are not given night shifts in our organization. They always make sure byline is included, which many organizations do not.

Respondent 5 - My team mates were very supportive and also with helped me with the use of technology. I myself learned many new things in the organization.

Respondent 6 - They don't support me enough. Even my increment was delayed and denied.

Respondent 7 - I work a lot. I work beyond eight hours in a day. I don't get much support.

Respondent 8 – There was no growth for me personally. They forced me to go out and collect special articles, but they did not give me enough time.

Respondent 9 – The media organization professional say that a phone call interview should not be done during working hours. Then how can I expect my professional development from them?

Respondent 10 - Sometimes my seniors staff help out. Since I joined my office just by finishing college without any experience as a trainee. They helped me a lot, because of them I got to learn new things. There are some groupism just like most of the office but most of my colleagues were willing to help me out. They will give their input and also appreciate my works in team meeting, that make me to do more.

## **6. The major challenges that are commonly faced by women in the media industry.**

Respondent 1 - According to me handling crowd and expect the staff to work any time.

Respondent 2 - Being an Editor must be on top of things and alert always including holidays. Managing a family, especially kids and home chores along with work is always a difficult task. Competition from peer web portals and media also puts a lot of pressure.

Respondent 3 - One of the prominent challenges was the shift time that we were working. Some of us used to work night shifts, where we had to take a bus to a particular place, which made us feel insecure. Then the company removed the night shift for women, which was of great help. Some of the women faced cramps during work hours which generally affected their work.

Respondent 4 - In the field, women journalists face problems in finding restrooms. In some areas, Public may not be welcoming seeing women journalists in their place. In political events, it's hard to walk through it as most of the crowd are men and it doesn't always go well.

Respondent 5 - Managing family and work are the most major challenge.

Respondent 6 - I sometimes find it difficult to work in afternoon shifts (2pm to 10 pm), since it is quite difficult to find public transport back home, after 10 PM.

Respondent 7 - Gender difference. I have been targeted a lot. I've been scolded a lot because of being a girl.

Respondent 8 - In four years of experience, I have been reassigned to the non-news category because I am a woman. Women are assigned with soft news category for being a female in the organization. Everything is full of challenges for women, but they overcome everything and create records.

Respondent 9 - In this field, though men mostly dominate in my perspective, I did not face any problem as a woman since my team has 3 women but my friends facing abuse, harassment more often.

Respondent 10 - My office space is really helpful, In fact paid holiday for mensural period were also given.

## **7. Checking the presence of any gender-based discriminations felt within the organizations**

Respondent 1 - No, I haven't faced such kind of incidents in my organization.

Respondent 2 - None in my current organization.

Respondent 3 - No, there were no such discriminations.

Respondent 4 - It is in every organization. In the media, it is even more complicated. Women are mostly given Education, entertainment and medicine. While most of the political and sports beats are given to men. Even for freshers, salary differs for men and women in a lot of organizations.

Respondent 5 - No, not in my organization.

Respondent 6 - All employees, including men are not given fair support and increments in the organization. So, there is no gender bias in it. It's usually senior partiality here, not gender bias.

Respondent 7 - I have never had any problems sexually or from co-workers, I feel like I'm in a much safer place these 4 years. I have never seen any difference between men and women in terms of wages here. However, I feel men take it to the next level compared to women.

Respondent 8 - Of course, there is a gender discrimination. We need to get rid of them and sincerely appreciate everyone.

Respondent 9 - No, I had not faced any kind of these problems from my co-workers. But while exploring other organization I faced some problems but, in my office, I haven't faced any. I am working in a team filled with age group of 20's, may be that might be the reason.

Respondent 10 - Through I am willing to work at night and outdoor, they are not ready to assign work like that. Appreciation and promotions are equal to both men and women.

## **8. The internal and external issues faced by the women in the media organization and grievance addressing method used.**

Respondent 1 - Not interested to answer

Respondent 2 - Availability of adequate and experienced staff, their knowledge level, interest and passion towards work, errors and incompleteness in their work etc. are some of the internal issues. News against someone receives backlash, threat of legal action and intimidation are some external issues we face. Working in a corporate setup helps us in dealing with these issues using both Management and legal team's support.

Respondent 3 - Not interested to answer

Respondent 4 - In our organization, Grievance is taken very seriously. I can't vouch for any other media houses. They are biased and always take sides. Usually, they set up a committee to address these kinds of issues. I don't see it common in regional newspapers or media houses.

Respondent 5 - There is no such issues.

Respondent 6 - We can't address grievances inside the organization, since it is viewed as bad in a workspace.

Respondent 7 - The company I worked for earlier was headed by a woman, now I am working under a male head. Both were equally stressed. But the female head had an air of arrogance. She treated the employees like slaves. She asked me to do ugly news for the sake of page views. She pressured us to use only glamor photos of the actresses. Only then will you get page views. But the media ethics I studied stopped me from doing that. It made me realize that studies are not related to work, I felt very humiliated by this.

Respondent 8 - There are many problems while going outside to collect news. In the office also there is a situation where it is not possible to understand the situations.

Respondent 9 - Not interested to answer



Respondent 10 - There is a committee to help, if we have faced any problems in my office. So far I had not faced any issues.

### **9. Organizational culture and behaviors among the employees.**

Respondent 1 – It is good

Respondent 2 - Most people are not passionate about their work and do not do things on their own. They make both factual and grammatical errors and are incomplete in their work. Cannot fully depend on them and must constantly review and push them to work.

Respondent 3,4, & 5 – It is good.

Respondent 6 - There is no stereotyping inside my organization. But, I've found some in other companies I've worked before.

Respondent 7 - I didn't notice anything like that. I do my job properly. The colleagues I have seen have been the same.

Respondent 8 & 9 – It is good

Respondent 10 - When I submit my works to my head, most of my works were not shown to the head office. Which I think is a bias in the organization culture.

### **10. Important work covered and its reception**

Respondent 1 - I cover the news regarding secretariat which is one of the important beats and I believe I am doing it right.

Respondent 2 Handled 2015 floods single handedly as the entire team could reach office. Also, events like Jayalalitha's death, Jallikattu protests, 2019 parliament and multiple state elections, and Karunanidhi's death received very good readership.

Respondent 3,4,5,6 – It is confidential.

Respondent 7 - I have observed these many times. A news article that I think will be very useful to people. I will try my best to make the news better. But that news will have less views. There will also be some unwanted news. But these are the most preferred by people.

Respondent 8 - I am very concerned about whether the news is useful to the readers.

Respondent 9 - I had interviewed Ms. Bhavani, sports person, who played in Olympics.

Respondent 10 - Handling news regarding secretariat.

### **11. Exciting part of being a media professional**

Respondent 1 - We come across a lot of new people every day, from common man to higher officials and politicians. We learn to see every day in the same way. We get to know the lifestyle of many people since we visit many places. Every day is a new beginning and we have to do something new.

Respondent 2 - I am working in digital media. So, bringing users are most important. This is a tough task too. Day and Day there are new technical updates and Google updates. We have to update ourselves.

Respondent 3 - There were no limitations for learning things. One can learn from a wide variety of topics like politics, sports, technology, lifestyle though they write or focus on one specific subject.

Respondent 4 - Reporters have specific beats. But photojournalists don't. Every day is a new experience, we get to know the people and the place for its true behavior. Sometimes it's risky, sometimes it's fun, either way my profession is very exciting and I love it.

Respondent 5 - Get to know new people every day and learning new things excite me.

Respondent 6 - I'm excited to find new events and incidents around me. It is a never-ending learning process, especially in politics.

Respondent 7 - I love to translate. I get more excited when I translate good news. I violated media ethics while working at a previous company. I made an unwanted news. This made me feel guilty. But the company I work for now only wants to give good news to people. So there is no guilt. Any good news brings peace to the mind.

Respondent 8 - Everyone admires me for my talent.

Respondent 9 - Exciting portions learning new things every day, and it is not a daily routine work space, get to meet new persons and news every day.

Respondent 10 - Excited to meet new people and work with them and updating myself daily.



## 12. Common misconceptions that people have about this field

Respondent 1 - People think that media is not safe for girl and that's now how it goes.

Respondent 2 - Press people are earning the money in the wrong way. Press is supporting one side.

Respondent 3 - People believe that journalists don't have ethics related to their work. Media has seen a great development from past decades. From paper, we came to TV, now it also dwells on digital medium. There are so many media companies that focus on unimportant subjects. Even though there are journalists working with an ethic to bring change in society. They have to be respected for who they are, because they are the ones who bring out the scandals of certain people who are in power.

Respondent 4 - IT employees work night shifts and overtime. Police officials face a lot of threats and risk their lives. Doctors have to stand all day long for surgery and they also work very hard with shift duty and everything. Every profession has its own credit and suffering. But in public view, the media is not suitable for women because it is a 24x7 job. Women don't handle it very well. It's not safe for women during night time. Some people think journalism is for people who have a political or financial background. Sometimes the public feel pity for me, I have heard this a lot "why are you suffering in this field? It has no future. Why don't you try for any other job?". In general, they think I am bad in academics, so I chose to be a photojournalist. Some think I'm a failure, that's why I'm a journalist.

Respondent 5 - Common people believe that media is unsafe for women, which is not true.

Respondent 6 - A common misconception is that people believe that the media is unsuitable for women, and they would have to face abuse and be treated badly here. But it is not true. Media requires a women workforce, the same as any other industry in Tamil Nadu.

Respondent 7 - Journalism will remain neutral and Journalists too, No it's not. Journalists are intellectuals, is that so? Oh, no, it is very rare to find journalists who work with integrity these days. Journalism has become completely tarnished, even some of the leading newspaper companies are now working at a low standard. Journalism now means politics. There is no neutrality here. There are only money and power, politics. But there are a few journalists. They are the ones who keep it alive. I love Burka Dutt.

Respondent 8 - Most of the people claim that the news in the media is fake.

Respondent 9 & 10 - People think media is not safe for girls, but I had not felt unsafe in any situations. Most people think media is a problematic area and not safe for girls, which is not true, just like other field it is safe.

## 13. Ratio of women and men in the media organization

Respondent 1 - 15 : 2

Respondent 2 - 1:4

Respondent 3 - 1:2

Respondent 4 - In my department there are 8 men and I am the only woman. But as an organization I would say, it's equal.

Respondent 5 - 10: 3

Respondent 6 - I have no clue about the total number of men and women in the entire organization. In my particular team, there are 3 women among 13 people.

Respondent 7 - Our company is big. So, I don't know the exact ratio, but our regional team has a total of eight people- 3 females and 5 males.

Respondent 8 & 9 - 90 percent are men only 10 percent are women.

Respondent 10 - I am the only women in my team, which has around 10 to 15 men.

## 14. Women representative in a top-level management and her role

Respondent 1 - Not interested to answer

Respondent 2 - Women are in the HR, Editor, Legal lawyers. They are executing things very well.

Respondent 3 - Not interested to answer

Respondent 4 - Yeah. In my organization, most of the head of department, chief in bureau, editorial team head are women. They are playing their role good and effectively.

Respondent 5 - There are no women employees in the top-level management

Respondent 6 - Not interested to answer

Respondent 7 - No, only men are in high positions here.

Respondent 8 - Higher officials have many duties. There is no division of men and women. The best job of high officials is to motivate everyone.

Respondent 9 - Since 90 percent are men in my office, men are in higher positions.

Respondent 10 - No higher officials in my office.

### **15. Suggestions for young the upcoming young female media personalities**

Respondent 1 - The contribution of young females is more important in this field since we are less in number. There is a need to develop confidence and try to achieve more in this field.

Respondent 2 - Need to learn more about social media. They must do analytical news. They have to read a lot about history.

Respondent 3 - Not interested to answer

Respondent 4 - Always be prepared. Other people's opinions don't matter. You have to constantly be honest with your heart and act wisely. Be a person with a strong opinion.

Respondent 5 - Need to keep yourself updated.

Respondent 6 - My tip is don't listen to the naysayers, and please come into the field. Initially, there will be a hard patch, but it will soon get better.

Respondent 7 - Yes, some are some like

- You should be prepared for everything
- You have to work; But There should be personal improvement
- There is no salary problem in national media
- There are also less opportunities for female employees in journalism, so even if you have a lot of talent, you have to fight the politics here.
- The media ethics and theory you study in class may not be relevant to the work you see.
- Learn handicraft or any art. It can help you anytime

Respondent 8 - Just be true to your profession.

Respondent 9 - Always be updated, should have basics knowledge in all field. Just like every other field we learn things with experience.

Respondent 10 - I have to mentally prepared for late night works and has to work hard to sustain in this field.

### **16. The difference felt after gaining experience in the media sector**

Respondent 1 - I feel the same before and after gaining experience in this field things were the same as I thought.

Respondent 2 - Every day is a new experience. There is no end to it. Learning a lot daily.

Respondent 3 - Not interested to answer

Respondent 4 - I understand the system, people, culture, and the real story. I have gained empathy as I try to tell their story. I concluded that Journalism is a way of living... and Photojournalism is a fine line between art and fact. Witnessing the world for what it is and respecting it.

Respondent 5 - Not interested to answer

Respondent 6 - After this experience, my critical thinking has increased. I'm aware of politics. I have a fair knowledge on the operations of news media and agencies.

Respondent 7 - Something that everyone takes as a casual thing, can be a big problem for you, you will ask the question why. Otherwise you will be guilty of knowing everything and keeping quiet, You don't know who is good and who is bad, You will see a lot of crime news every day, you don't trust anyone easily, You will know a lot and this will cause a lot of confusion, It also makes you mentally brave, Encourages independent living, You will achieve financial freedom, You will know a lot and this will cause a lot of confusion, Be brave, speak your mind openly, Come as an honest journalist, Congratulations!!!

Respondent 8 - I argue boldly in public.

Respondent 9 - After this experience, I could easily talk to new people.

Respondent 10 - It makes me satisfied and brave.

## V. FINDINGS AND CONCLUSION

The study attempted to study the Tamil media organization and the women employees' issues and challenges that are faced. From this study, it is found that, at the overall level we find that the ratio of female employees working in the field of media is very low compared to male. Though gender bias were less compared to past years, it is still happening in most of the working places. When it comes to the outside work, in most of the organization women are not allowed even though they are interested. It is revealed that most organization prefer women to do office works. Only a limited number of women reach the senior management level, as they are less in numbers. Organizational stereotypical behavior against women is very less compared to most of the organization. Since personal safety is one of the most important challenges in the journalism field, as per the study, it is safe place for female professionals just like other working places inside the organization. But the harassments and abuses are still pertaining. Many women are involved in investigative journalism were the most important work done by them are mentioned as confidential. Challenges like finding restrooms in the field, Late night transportation issues, balancing family life and professional life were quiet challenging, since it is not a 9-5 job. Most of the women in this field are very much interested to work as journalist and not has been forced join the work. There is a growth in overall percentage of female in journalism field. More youngsters are interested in this field. Yellow journalism is still happening in the media organization which needs to be reduced.

The study revealed the current situation of the Tamil media industry. It is noted that women face the challenge of work and domestic responsibilities. The number of women is low in compare to men in the media sector. Women are assigned with soft news than hard news. One of the significant findings is that women face the lack of basic sanitation facilities during the work outside the organization. This profession also gave them the confidence to face people and any issues in their lives. So, the study recommends the Government and the policy makers to come up with strong regulatory policies for the equal representation of women in the media organization. The media professionals have to be gender sensitized and provide an inclusive environment for all the diverse gender communities.

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