ORIGINAL ARTICLE

Influence of Career Progression on Job Satisfaction among Journalists in Fresh 105.9 FM and Premier 93.5 FM

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Abstract

The study investigated the relationship between career progression and job satisfaction among journalists in Fresh 105.9 FM and Premier 9 3 F.M5 .The study adopted descriptive survey research design, using a researcher-designed questionnaire for data gathering from 200 respondents. Data collected was analyzed using descriptive and inferential statistics. Findings revealed that the status job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM Ibadan is good ,career progression among journalists in Fresh 105.9 FM and Premier 93.5 FM Ibadan as opined by the respondents is good. Hypothesis tested revealed that there is no significant influence of career progression on job satisfaction of journalists in Fresh 105.9 FM and Premier 93.5 FM .The study recommends that the government and other private media owners are requested to pay more attention to the issue of improving work environment and media organizations that have poor salary scales or unconducive work environment for their journalists should make efforts to improve journalists 'well -being .Regular training and retraining of journalists are necessary in order to keep them abreast with global best practice in the journalism profession .

Keywords: Career progression, Job satisfaction, Journalist, Fresh 105.9 FM, Premier 93.5 FM

Introduction

Journalism is a highly competitive field where journalists meet many challenges in gathering, processing and disseminating the news. Journalists have to perform in pressure-packaged environments. Journalism has a distinct culture with norms, conventions, and expectations of behaviour from those who are part of the culture. Many of those expectations are fueled by the public service aspects of the profession - the feeling among journalists that they are working for the public good, not just for their private benefit.

Research reveals that the level of individual's job satisfaction is affected by intrinsic and extrinsic motivating factors (Owolabi, 2017). The intrinsic satisfaction can come from normal professional activities, whereas, extrinsic factors can be associated with those factors like salary, perceived support from supervisors and co-workers, safety, among others.

Journalists in Nigeria have suffered undue harassments, undeserved torture, unwarranted arrests, subsequent imprisonment and extra-judicial killings (Ujene & Ojedokun, 2021; Ndinojuo & Udoado ,202). The journalists are poised to giving people recognition but they themselves are hardly recognized. Little does anybody care about the welfare of journalists. Studies have shown that despite the relevance of journalism in the society, the profession is not providing much succor to the practitioners especially in terms of financial satisfaction (Caplan & Gillespie, 2020; Ajaegbu et al., 2015).

Statement of the Problem

Journalism is one of the prominent professions in the world that shapes society at all levels. Their role in political, social and economic institutions of every society cannot be overemphasized. Research has enumerated some functional and operational factors that affect the quality and job satisfaction of journalists.

Therefore this study investigates influence of career progression on job satisfaction of journalists in Fresh (105.9) FM and Premier FM (93.5) in Ibadan.

Objectives of the Study

The objectives of the study are to

1. Identify the extent of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan, Nigeria.

2. Find out occurrence of career progression among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan, Nigeria.

Theoretical Review and Framework

Two-Factor Theory of motivation

This theory was propounded by Fredrick Herzberg in 1959. Fredrick Herzberg was a psychologist who came to be interested in the behavioral patterns of the people when doing the job. He noticed that the attitude of the people in the working environment differs which also affects the achievement of job goal and employer or employee job satisfaction. The right balance on the environment and attitude helps to have a completely satisfactory job. Herzberg in 1959 while observing a group of workers proposed the two-factor model or hygiene motivation theory (Communication Theory, 2016).

A. Hygiene factors: Hygiene factor does not mean ones' hygiene and cleanliness . Herzberg's hygiene factor refers to factors necessary to get the motivation in the work; the very basic factors that essentially run the workplace. Lack of such factors can lead to dissatisfaction in the environment. Such factors include: salary, working condition, bonuses and incentives among many others (Communication Theory, 2016).

   This theory provides the framework for this study as it explains that without career progressing inducers such as hygiene and motivating factors, employees will not derive job satisfaction.

B . Motivation: this includes factors such as recognition, engagement and achievement, responsibility and advancement. Motivating factors are key indicators of career progression. This theory suggests that the availability of previously stated motivating factors assures journalists of career progression in their respective workplace, the manifestation of which brings about job satisfaction.

Methodology

The current study utilized a descriptive survey as the primary method of inquiry. This enables the researcher to get the essential information and data directly from a sample of the targeted population's members. Primary data was sourced through administration of a well-structured questionnaire using non probability sampling technique (purposive sampling) to journalists of Fresh 105.9 FM and Premier 93.5 FM in Ibadan. The population for this study comprises journalists of Fresh 105.9 FM and Premier 93.5 FM radio stations in Ibadan, Nigeria. Data for this study was obtained quantitatively using purposive sampling technique as all participants are selected because they fit the particular profile. Purposive sampling method is used to pre-select subgroups from an entire population to create a case study. A total of 230 respondents were sampled for this study. SPSS statistic table was used to analyze the results of the study .

Results and Discussion of Findings

A total of 230 questionnaire was administered to respondents. Out of the questionnaire returned, only 200 copies were found valid for analysis in the study. Thus, the analysis of data in this chapter was based on returned valid copies which indicate a response rate of 86.96%.

Demographic Data Analysis

Table 1: Frequency Distribution of Principals (N =178).

Demographic Variable		Frequency (n)	Percentage (%)
Gender	Female	81	40.5
	Male	119	59.5
	Total	200	100
Age	21-30 years	43	21.5
	31-40 years	120	60
	41-50 years	27	13.5
	51 and Above	10	5.0
	Total	200	100
Years of Employment	0-5 years	17	8.5
	6-10 years	53	26.5
	11-15years	94	47
	16-20 years	19	9.5
	21 and Above	17	8.5
	Total	178	100

Source: Fieldwork, 2022

Table 4.1 shows the frequency distribution of journalists in Fresh FM 105.5 and Radio Nigeria (Premier FM 93.5). From the table, 40.5% (81) of the respondents were female journalists, while 59.5% (119) are male. This shows that male journalists are more than female journalists in this study. This suggests dominance of male to female journalists in Fresh FM 105.5 and Radio Nigeria. Majority of the journalists, 60% (120%) are within 31-40 years of age, 21.5% (43) are within 21-30 years, 13.5% (27) are within 41-50 years, while 5.0% (10) are within 51 years and above. This implies that most of the journalists are young and in their productive age. Lastly, majority of the journalists, 94% (47) have 11-15 years of experience, 26.5% (53) have 11-15 years of experience. This clearly indicates that most of the journalists in Fresh FM 105.5 and Radio Nigeria (Premier FM 93.5) are well experienced.

Presentation of Research Questions

Research Question 1: What is the extent of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan ?

Table 2 reveals the status of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan, Nigeria. The rating scale of 'strongly disagree (1)' to 'strongly agree (4)' was used. Ten (10) items were used to measure status of job satisfaction among the journalists .Five (5) of the items were remarked "agree (good)." This implies that the respondents agreed that they like the people they work with, and this gives them satisfaction ; current pay hardly satisfy their expectations ,while incentives are given for job well done which gives a sense of satisfaction ; there should be regular increment in salary as a journalist and there should be regular promotion for journalist

Table 2: Job Satisfaction among Journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M	SD	Remark
1	I like the people I work with, this gives me satisfaction	36 (18)	154 (77)	10 (5)	0 (0)	3.13	0.46	Agree (Good)
2	The work environment is unfriendly and unsatisfactory to work	0 (0)	25 (12.5)	145 (72.5)	30 (15)	1.98	0.53	Disagree (Bad)
3	I would consider leaving my job for another due to lack of satisfaction	0 (0)	42 (21)	142 (71)	16 (8)	2.13	0.52	Disagree (Bad)
4	My current pay hardly satisfies my expectation	0 (0)	169 (84.5)	24 (12)	7 (3.5)	2.81	0.47	Agree (Good)
5	I do not receive enough support from my organization as a journalist	0 (0)	25 (12.5)	155 (77.5)	20 (10)	2.03	0.47	Disagree (Bad)
6	I am well paid as a journalist	0 (0)	25 (12.5)	127 (63.5)	48 (24)	1.89	0.59	Disagree (Bad)
7	Incentives are giving for a job well done, which gives me a sense of satisfaction.	0 (0)	115 (57.5)	85 (42.5)	0 (0)	2.58	0.50	Agree (Good)
8	There should be regular increment in my salary as a journalist	83 (41.5)	117 (58.5)	0 (0)	0 (0)	3.42	0.49	Agree (Good)
9	I would perform better as a journalist if my work is adequately rewarded	181 (90.5)	19 (9.5)	0 (0)	0 (0)	3.91	0.29	Strongly Agree (V.Good)
10	There should be regular promotion for me as a journalist to give me job satisfaction.	74 (37)	126 (63)	0 (0)	0 (0)	3.37	0.48	Agree (Good)
	Weighted Mean = 2.73; S.D =0.48; Overall Decision = Agree (Good)							

Source: Fieldwork, 2022

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1) ; S D = Standard Deviation

* Threshold *mean value of 0.000-1.499 = Strongly Disagree (Very Bad)* ;1,500-2.499 = Disagree (Bad) 2.500-3.499=Agree (Good) 3;500 to 4.500 = Strongly Agree (Very Good)

to give job satisfaction. One (1) item was remarked " strongly disagree (very good), which implies that journalists would perform better as a journalist if their work is adequately rewarded. Four (4) items was also remarked "disagree (bad) which implies that the respondents disagreed to the statement that "the work environment is unfriendly and unsatisfactory to work," would consider leaving the job for another due to lack of satisfaction, do not receive enough support from the organization as a journalist. The respondent also disagreed that they are well paid as a journalist. The table however generally reveals that the status of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan, Nigeria (Weighted Mean = 2.73; S D =0.48) which is good.

Research Question 2: What is the extent of career progression among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan, Nigeria ?

Table 3: Career Progression among Journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M	SD	Remark
1	I have a safe work environment that enhances my career progression	21 (10.5)	162 (81)	17 (8.5)	0 (0)	3.02	0.44	Agree (Good)
2	My job grants me the opportunity to take part in training that guarantees my career progression.	38 (18)	146 (73)	18 (9)	0 (0)	3.09	0.51	Agree (Good)
3	There is a gradual promotion in job which serves as sure way to my career progression	24 (12)	170 (85)	3 (1.5)	3 (1.5)	3.08	0.44	Agree (Good)
4	There is no regular promotion for journalists in my organization	12 (6)	173 (86.5)	15 (7.5)	0 (0)	1.99	0.37	Disagree (bad)
5	I am gradually improving on my skills as a journalist	77 (38.5)	163 (61.5)	0 (0)	0 (0)	3.39	0.49	Agree (Good)
6	Additional education as a journalist is really improving my skills	167 (83.5)	33 (16.5)	0 (0)	0 (0)	3.83	0.37	Strongly agree (V.Good)
7	I am on the same level since I was employed as a journalist	0 (0)	12 (6.0)	134 (67)	54 (27)	1.79	0.54	Disagree (Bad)
8	I would perform better as a journalist if there is a regular promotion for me	33 (17.5)	165 (82.5)	0 (0)	0 (0)	3.18	0.38	Agree (Good)
9	My organization does not encourage participation in skills / training progression	0 (0)	18 (9)	158 (79)	24 (12)	1.97	0.46	Disagree (Bad)
10	I am currently on education training that guarantees my career advancement.	8 (4)	127 (63.5)	65 (32.5)	0 (0)	2.72	0.53	Agree (Good)
	Weighted Mean = 2.81; S.D = 0.45; Overall Decision = Agree (Good)							

Source: Fieldwork, 2022

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1), S D = Standard Deviation

* Threshold *mean value of 0.000-1.499 = Strongly Disagree (Very Bad)*, 1.500-2.499 = Disagree (Bad) 2.500-3.499 = Agree (Good) 3.500 to 4.500 = Strongly Agree (Very Good)

Table 3 shows the career progression among journalists in fresh 105.9 FM and Premier 93.5 FM Ibadan, Nigeria. The rating scale of 'strongly disagree (1)' to 'strongly agree (4)' was also used . Ten (10) items were used to measure status of job satisfaction among journalists. Six (6) of the items were remarked "agree (good)." This implies that the respondents agreed that they have a safe work environment that enhances their career; job grants them the opportunity to take part in training that

guarantees their career; there is a gradual promotion on the job which serves as sure way to their career progression, and also gradually improving on their skills as journalists; they would perform better as a journalist if there is a regular promotion for them ‡hey are currently on education training that guarantees their career advancement . One (1) item was remarked "strongly disagree (very good), which implies that journalists additional education as a journalist is really improving their skills. Three (3) items was also remarked "disagree (bad) which implies that the respondents disagreed to the statement that "there is no regular promotion for journalists in my organization," "I am on the same level since I was employed as a journalist;" "my organization does not encourage participation in skills/training progression;" I would consider leaving the job for another due to lack of satisfaction. I do not receive enough support from the organization as a journalist. The table therefore reveals that the career progression among journalists in Fresh 105.9 FM and Premier 93.5 FM Ibadan, Nigeria as opined by the respondents is good (Weighted Mean = 2.81; S.D = 0.45). In answering the above research question, career progression among journalists in Fresh 105.9 FM and Premier 93.5 FM Ibadan as opined by the respondents is good.

Discussion of Findings

This research investigated the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM radio stations in Ibadan, Nigeria. Results of the demographic data analysis showed that 59.5% (119) were male while 40.5% (81) of the respondents were female journalists. This implies that there are more male to female journalists in this study . Findings from research question one showed that status of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan is good with a weighted Mean=2.73. This result corroborates the findings in a work on "Journalists, Job Satisfaction and Performance" (Kabah & Adom, 2018). From their findings, approximately 80% of journalists were satisfied with their work, while 20% were dissatisfied. This shows that majority of the respondents are satisfied with their jobs. It was observed that most journalists had passion for the job, representing 44 % of the participants, while others were satisfied due to the change it brings to communities, also accounting for 31 % of the total participants. Findings from research question two also revealed that career progression among journalists in Fresh 105.9 FM and Premier 93.5 FM Ibadan, Nigeria as opined by the respondents is good having a weighed mean as 2.81. In terms of the nature of the relationship, the computed empirical value of the F-test was 2.317, which was shown to be insignificant when compared to the significance level of p=0.130. As a result, we might draw the conclusion that the F-test does not provide statistically significant results. The independent variable, which was career progression, was unable to statistically and significantly predict the dependent variable, which was the number of promotions received (job satisfaction). This result corroborates the findings in a work on effect of compensation, career development, and work-family support on job satisfaction (Tobings 2017). This result however opposes the findings in a similar work on Professional values, job satisfaction, career development, and intent to stay (Yarbrough, Martin, Alfred, & McNeill, 2017) .The findings suggested a high association between professional values and career growth, and both job satisfaction and career progression correlated favourably with retention. The findings also indicated a correlation between professional values and retention .

Conclusion

According to the findings of this study, the vast majority of journalists are married, young and mature men who have attained an age and level of experience that warrants their promotion. It is possible to draw the conclusion from this fact that more male journalists are currently employed at Fresh 105.9 FM and Premier 93.5 FM radio stations Ibadan, Nigeria than female journalists.

The status job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan, Nigeria is good. This means that the journalists are

satisfied with the career they chose .Also career progression among journalists in Fresh 105.9 FM and Premier 93.5 Fm Ibadan, Nigeria as opined by the respondents is good. This means the respondents are progressing in their chosen career. Finally, from the study's hypothesis, this study concludes that there is no significant influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM radio stations Ibadan ,Nigeria .

Recommendations

In view of the contending issues in this study, the following recommendations are necessary: The government and other private media owners are requested to pay more attention to the issue of improving work environment. They should, of course ,implement good working conditions with intent to help journalists build professional ethics and enhance job skills. Also, media organizations who have poor salary scales or working conditions for their journalists should make efforts to improve journalists ' wellbeing . Regular training and retraining of journalists is necessary in order to keep them abreast with global best practice in the journalism profession.

In addition to providing favourable working condition for their journalists, Fresh 105.9 FM and Premier 93.5 FM should procure contemporary broadcasting equipment in order to digitalize their broadcasting. Fresh 105.9 FM and Premier 93.5 FM journalists should themselves establish their own professional philosophy through relentless self-discipline, as well as self-reflection, so that they can do their work in the right way while being satisfied or otherwise with their jobs and organizations.

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