

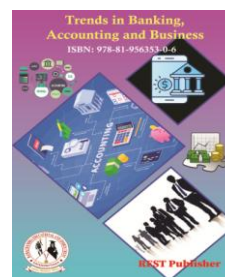


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A Study on Stress Related Issues in Media Industry with Special Reference to India

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Abstract. This research paper examines the Stress related issues in media Industry in India. The primary data collected from the 100 employees from different TV and Social Media Channels. Descriptive statistics, factor analysis, Mann Whitney U test, Chi-square test analysis used to measure the stress level of the employees. This Study found that work stress may increase a person's risk for cardiovascular disease, Psychological disorders, Conflict, Negative behavior, Poor loyalty, Workplace injury and other health problems. Early warning signs may include headaches, sleep disturbances, difficulties in concentration, job dissatisfaction and low morale, fear about the career, employee retention, poor counseling. Stressful working conditions are also associated with increased absenteeism, tardiness, disability claims, and other factors that reduce a company's productivity and competitiveness. This Study indicate that one fourth of the work forces view their jobs as the number one stressor in their lives and that worker widely perceive job stress as being on the rise.

Keywords: Stress, employees, working conditions, productivity, Competitive advantage, Job dissatisfaction.

1. INTRODUCTION

It is an emotional condition of a person from which he tries to fight or run away due to problems or demand. It affects work performance in a negative manner due to non interest to do work which reduces the work performance. It gets reduced due to negative motivation in the work place. The enthusiasm to complete a job is lost due to stress. Stress creates a negative ambience to work. Work performance and job satisfaction gets reduced which in turn leads to less productivity and output. Stress causes the employees to stay away from their work scenario without proper reasons and taking irregular offs and leaves from their work. Turn over means the number of employees leave a company and are replaced by new people. It is a consequence of stress. The employees may lose their loyalty towards the company/boss due to high stress. It leads to negative attitude towards the company which may lead to theft or any other malpractice inside the company. Stress management is an important aspect in our day to day life. Only then we will be able to sustain. Stress management is very necessary today because every individual is under great stress due to various reasons. The above mentioned steps will act as a stress management technique. It's the duty of the media Industry to find out the root cause of their employees stress and giving them the right solution for controlling their stress.

2. REVIEWS

The Patiraj Kumari and Prakash Bahuguna (2021), The ongoing demographic changes in many developed countries affect professional decisions in many ways, and require sound knowledge of systematic age differences in central work-related variables. The current paper aims to address age differences in the experience of work-related stress. Based on life-span approaches, the authors focus on age differences in different components of the work-related stress process and meta-analyze existing empirical studies on the relationship between age and short-term indicators of work-related stress. James Kehinde (2021), The relationship between perceived work stressors and job performance in a customer contact position. Workers served as technical liaison between clients and company engineers and were evaluated in terms of how efficiently communication networks were installed and maintained at the customer's site. As predicted, a significantly greater proportion of individuals in the high performance group reported low levels of job stressors, suggesting that perceptions of job stress can relate to quality service. Implications of these findings for managing service positions are discussed. Prabir Chandra Padhy (2020), A growing number of studies have demonstrated the efficacy of worksite stress management training for reducing worker psycho physiological arousal and subjective reports of anxiety, depression, and somatic complaints. The role of stress management in the larger context of occupational stress reduction, however, has not been addressed. An application of stress management as one component of an organisational

stressor reduction programmed is described. Other components in the process which have been completed include the formation of a stress reduction committee and conduct of a stress assessment survey. Future plans include the formulation and implementation of recommendations for reducing organizational stress and repeated evaluations of their efficacy. The purpose is to depict element of the overall process and to report progress to date in this effort. Ted Glenn (2020), little consideration has been given to the question of stress among trade union officers. Some explanations for this are offered and, on the basis of pilot research carried out in the north east of England, class and gender are revealed as crucial variables is shown both in terms of stressors and coping strategies for male officers. This yields a new viewpoint for considering traditional theories of union democracy. In a follow-up article the question of stress management in trade unions will be considered.

TABLE 1. Bang of stress in a range of extent

Bang on corpse	Bang on brain	Bang on Negative Behavior	Bang on emotions
Pressure, Strain, Anxiety, Constant worry, Nervous tension, Tension, trauma	Worrying, muddled thinking, Night mares, Negativity, Hasty decisions	Drinking and smoking more, Accident prone, Loss of appetite	Loss of confidence, more fussy, Irritability, Depression, Apathy

Source: Secondary data (Review of literature)

3. OBJECTIVES OF THE STUDY

A To classify the starting place of stress of the workers in media Industry, To make sure the origin varies with the demographic factors and To identify stress coping strategies at media Industry level. **Hypothesis Testing:** There is no significant difference between educational qualification and the level of stress due to hierarchical relationship, There is no significant difference between experience and the level of stress due to the target fixed by the company, There is no significant difference between experience and the level of stress due to the hierarchical relationship, There is no significant difference between marital status and the level of stress due to the working hours and There is a significant difference between age and the level of stress due to workload.

4. RESEARCH METHODOLOGY

In This study focused on media Industry in India. Primary data were collected from 100 employees from different TV and Social Media Channels, India. A structured questionnaire was designed that contained a list of 16 variables that help in determining an employee stress level in Media industry. The primary data were collected from the respondents through survey (opinion poll) and secondary data from reference books, publication and report. Descriptive statistics, factor analysis, Mann Whitney U test, Chi-square test and percentage used for analysis.

Data Analysis, Result and Discussion: The present study is based on the responses to a structured questionnaire. A structured questionnaire was designed that contained a list of 16 variables that help in determining an employee stress level in media industry.

TABLE 2. Descriptive Statistics

Variables	N	Mean	SD
Psychological Disorders	100	7.26	1.036
Employee conflict	100	7.24	1.336
Negative Behavior	100	8.24	1.240
Poor Loyalty	100	8.21	1.561
Workplace injury	100	8.90	1.176
Job dissatisfaction	100	8.66	7.101
Difficulties in concentration	100	7.93	1.456
Sleep Disturbances	100	7.73	1.366
Low morale	100	7.62	1.451
Low productivity	100	8.44	1.770
Poor working conditions	100	7.50	1.567
Employee absenteeism	100	8.23	1.252
Fear about career	100	7.56	1.876
Employee retention	100	7.52	1.214
Poor counseling	100	7.34	1.367
Lack of motivation	100	7.32	1.147

5. FACTOR ANALYSIS

Factor analysis was deemed necessary since it was considered prudent statistically to ascertain whether the adopted list of variables pictured differing dimensions of stress. To check the sampling adequacy Kaiser-Meyer-Olkin measure was used. This statistic should be greater than 0.5 for satisfactory analysis to produce. For this scale KMO measure is 0.720 and, therefore, satisfactory also. Bartlett's test is significant i.e. associated probability is less than 0.05. This means that the items included in the scale do have correlation to each other. Thus, factor analysis is an appropriate technique for analyzing the data. Seven factors are extracted from the analysis with the eigenvalue of more than 1. All the factors have a loading of more than 0.40. A Principal component analysis with subsequent rotation (varimax) was conducted on 16 items related to stress variables. All communalities (i.e. proportion of variance explained by the common factors) varied from 0.852 to 0.720

6. MANN-WHITNEY U TEST

An independent group Mann-Whitney U Test was conducted to evaluate the null hypothesis (H₀) that there is no significant difference between experience and the level of stress due to the hierarchical relationship.

TABLE 3. Output for Mann-Whitney U Test

Factors	Mann-Whitney U	Wilcoxon W	Asymp.Sig.(2tailed)
Psychological Disorders	764.000	1459.000	0.662
Employee conflict	668.500	1112.500	0.638
Negative Behavior	537.500	1423.500	0.442
Poor Loyalty	561.500	1478.500	0.561
Workplace injury	525.500	1461.500	0.753
Job dissatisfaction	536.000	1417.000	0.418
Difficulties in concentration	693.500	1456.500	0.348
Sleep Disturbances	589.000	1369.000	0.710
Low morale	542.000	1481.000	0.656
Low productivity	591.500	1521.000	0.326
Poor working conditions	658.000	1291.000	0.121
Employee absenteeism	542.000	1321.000	0.116
Fear about career	497.500	1365.500	0.152
Employee retention	499.500	1321.500	0.586
Poor counseling	477.500	1365.500	0.689
Lack of motivation	654.500	1451.000	0.430

Source: Primary Data

Table 3 displays Mann-Whitney U value and the significance level. For all the variables the significance level is 5%. There is no significant difference between experience and the level of stress due to the hierarchical relationship.

Percentage analysis: 30.0% of the respondents were very interested in their work, 41.3% of the respondents were interested in their work and 28.7% of the respondents were satisfied with their work. 6.0% of the respondents feel that their work load is very high, 26% of the respondents feel that they have high work load, 67.3% of the view that they have moderate work load followed by 0.7% and 0% of the respondents who feel they experience low and very low work load respectively. 2.7% of the respondents are of the opinion that they work for very long hours, 18.7% of the respondents feel that they work for long hours followed by 77.3% of them feel they experience moderate working hours. 1.3% of the respondents undergo working hours. 58% of the respondents are of the view that they face health related problems as opposed to 42% of the respondents who feel that they do not face any health related problems. 9.2% of the respondents are facing digestive problems, 20.7% of the respondents are facing depression, 35.6% of the respondents are facing sleeping disorders, 33.3% of the respondents are facing eyesight problems and 1.1% of the respondents are lethargic. 8.0% of the respondents opined that they get very frequent over time schedule, 20.7% of the respondents opined that they get frequent over time schedule, 46.7% of the respondents opined that they get moderate over time schedule, 18.6% of the respondents opined that they get less frequent over time schedule and 6.0% of the respondents opined that they get very less frequent over time schedule. 75.6% of the respondents are affected by the back pain problem, 15.6% of the respondents are affected by the eye problem and 4.4% of the respondents are affected by the hand pain and Head ache in their body. 4.0% of the respondents feel that they have very high target allocated to them, followed by 26% of them who feel that they have been set high target, 68.7% of them who feel that they have been allocated moderate target and 1.3% of them who feel that they have been allocated low target. 40.0% of the respondents are maintaining better relationship with their superiors and subordinates, 28.0% of the respondents are maintaining somewhat good relationship with their superiors and subordinates, 28.7% of the respondents are maintaining moderate & acceptable relationship with their superiors and subordinates and 3.3% of the respondents are maintaining very bad relationship with superiors and subordinates. 14.0% of the respondents are highly dissatisfied with the hierarchical relationship of criticism, 41.3% of the respondents are highly dissatisfied with the hierarchical relationship of pressure,

24.7% of the respondents are highly dissatisfied with the hierarchical relationship of isolation, 18.7% of the respondents are highly dissatisfied with the hierarchical relationship of no appreciation and 1.3% of the respondents are highly dissatisfied with the hierarchical Relationship of no training. 11.3% of the respondents were highly satisfied with their work culture, 65.3% of the respondents were satisfied with their work culture, 19.3% of the respondents were feel moderate with their work culture, 2.7% of the respondents were dissatisfied with their work culture and 1.4% of the respondents were highly dissatisfied with their work culture. 23.3% of the respondents the respondents feel that they faced problems in updating technology and 76.7% of the respondents the respondents feel that they not faced problems in updating technology. 20.0% of the respondents need more training to update technology and system, 54.3% of the respondents were having problem in immediate execution of technology and system, 14.3% of the respondents were having fear of unknown of technology and system and 11.4% of the respondents were high time consuming of technology and system. 11.3% of the respondents are highly satisfied with the organization, 58.0% of the respondents were satisfied with the organization, 28.7% of the respondents were feeling moderate with the organization and 2.0% of the respondents were dissatisfied with the organization. 9.3% of the respondents felt very hard to get personal leave, 22.7% of the respondents felt somewhat hard to get personal leave, 29.3% of the respondents felt hard to get personal leave and 38.7% of the respondents felt easy to get personal leave. 2.7% of the respondents were highly satisfied with the time of lunch break, 34.0% of the respondents were satisfied with the time of lunch break, 32.0% of the respondents were feeling about moderate the time of lunch break, 22.7% of the respondents were dissatisfied with the time of lunch break and 8.6% of the respondents were highly dissatisfied with the time of lunch break. 2.0% of the respondents feel very high about the incentive scheme, 10.0% of the respondents feel high about the incentive scheme, 52.7% of the respondents feel moderate about the incentive scheme, 24.0% of the respondents feel low about the incentive scheme and 11.3% of the respondents feel very low about the incentive scheme.

TABLE 4. Shows that the analysis of stressors in Manufacturing Industry

Age Groups	25-35	36-45	46-55	Above 56
Psychological Disorders	20	40	50	45
Employee conflict	20	42	52	44
Negative Behavior	28	48	53	40
Poor Loyalty	25	47	52	48
Workplace injury	32	45	51	44
Job dissatisfaction	29	49	54	47
Difficulties in concentration	32	48	50	38
Sleep Disturbances	22	48	54	45
Low morale	20	40	52	46
Low productivity	20	32	28	50
Poor working conditions	20	29	25	54
Employee absenteeism	28	32	32	52
Fear about career	25	22	29	28
Employee retention	32	20	32	25
Poor counseling	32	20	22	32
Lack of motivation	22	32	20	50

Source: Primary Data

7. CHI SQUARE TESTS

TABLE 5. Hypothesis testing

S.No	Hypothesis	Calculated value	Table value	Result
1	There is no significant difference between educational qualification and the level of stress due to hierarchical relationship	16.039	15.507	<i>Reject</i>
2	There is no significant difference between experience and the level of stress due to the target fixed by the company	14.513	12.592	<i>Reject</i>
3	There is no significant difference between experience and the level of stress due to the hierarchical relationship.	16.463	15.507	<i>Reject</i>
4	There is no significant difference between marital status and the level of stress due to the working hours.	9.149	7.815	<i>Reject</i>
5	There is no significant difference between age and the level of stress due to workload	14.798	12.592	<i>Reject</i>

Source: Primary Data

From the table we can understand that the calculated (16.039) value is greater than the table value (15.507), and hence, the null hypothesis rejected. So, there is significant difference between educational qualification and the level of stress due to hierarchical relationship. The calculated value (14.513) is greater than the table value (12.592), and hence, the null hypothesis rejected. So, there is a significant difference between experience and the level of stress due to the target fixed by the company. The calculated value (16.463) is greater than the table value (15.507), and hence, the null hypothesis rejected. So, there is significant difference between experience and the level of stress due to the hierarchical relationship. The calculated value (9.149) is greater than the table value (7.815), and hence, the null hypothesis rejected. So, there is significant difference between marital status and the level of stress due to the working hours. The calculated value (14.798) is greater than the table value (12.592), and hence, the null hypothesis rejected. So, there is significant difference between age and the level of stress due to workload. The analysis of this cram indicates stress does unconstructively affect the job performance of human resources. Profession happiness and efficiency were demonstrating as two areas most affected by labor related stress. Media Industry has understood the meaning of ignoring stress in the place of work.

8. RECOMMENDATIONS

1. The employee training program may be arranged in the area of attitude restructure and interpersonal relationship. Health related training like relaxation exercises, meditation and yoga, should be given to the employees as it is found to be one of the best way in reducing the stress.
2. The procedure of taking personal leave should be made easy and employee feels comfortable availing it. The canteen facility should be improved to satisfaction of the employee.
3. Employees self discipline needed towards Negative attitude, Anger outbursts, alcohol, drugs, hopelessness, negative self-talk, resentment, and violence.
4. Motivation basically means inspiring an individual or a group. Motivation is essential in an organization to help the employees reach the next level, to help the organization and employees achieve their dream. Motivation helps people to overcome stress. Appreciating the co-workers or employees are ways to indicate that they belong to the organization which is highly motivational as far as the employees are concerned.
5. Music has the power to refresh our thoughts, energies our mind and make us relax. These factors contribute to reducing stress. Music has the ability to heal which is why music is considered to be a medicine.
6. Work environment means the working atmosphere. A good working environment helps people to overcome stress. The most important aspects of work environment are our co-workers. If there are co-workers willing to help, to motivate when things are not going according to plan, then work environment helps to reduce stress. Flexible timings in work also help to reduce stress.
7. Friends are our biggest assets. We can share everything with our friend's even things that we cannot share with our parents. Walk with true friends helps us to forget all the stresses, keeps our mind relaxed and we may even get some good solutions to our stress. This is one way to overcome stress
8. Leader is a person who motivates his group to achieve the target. Leader is the one who brings out the best from his employees; Leader is the one who leads from the front. If a leader can understand the strengths and weaknesses of his employees, that helps the employees over the long run. A good leader makes sure that his employees are relaxed and tension free. That is why a good Leader can help his employees to overcome stress.
9. "Practice makes a man perfect". Through Training or Practice one can overcome stress effectively. Regular exercise or training helps to build self-confidence and it relaxes your mind. Yoga and Meditation are the other ways to reduce stress.
10. It is extremely essential to have good employee relationship in an organization. If there are co-workers willing to help, to motivate when things are not going according to plan, then employee relationship reduces stress.
11. Doing things that we love the most is the best way to overcome stress. For example watching movies, travelling, playing etc. This helps to keep our mind fresh, helps to keep our mind free from all the tensions since we are doing what we love the most. This is why entertainment plays a vital role in reducing stress.
12. Career management basically means achieving the career goal through well-developed plan and philosophy. If we can follow the plan and philosophy then any goal is achievable and stress can be reduced throughout the process.
13. This is a hobby for some people they do this to take a break from their busy schedule. To relax their mind, to refresh their thoughts and to get energized. This is done predominantly to reduce stress. Travelling is one of the best ways to reduce stress.

9. CONCLUSION

Stress is a reality in everyone's life. Stress is defined as "the reactions of individuals to new or threatening factors in their new work environments." Stress is an essential element for obtaining the full capacity performance of an individual. The work and non-work domains of a person's life is interrelated with each other. The stress experienced in one domain is often transferred to the other domain of their life. Stress can be either positive or negative. Some work

conditions may bring a kind of excitement and anxiety in individuals with regard of their new assignments which can be termed as positive stress. On the other hand the person can experience low motivation and gets bored in their work which can be termed as negative stress. Positive stress can bring in more output whereas negative stress may bring low output and may lead to turnover .Job stress is one of the major sources of stress experienced by an individual. The time pressure, the burden of high expectations from the superiors can also lead to high job stress. Also how an individual relates with the superiors and their subordinates also forms as a factor for stress. Since low level stress can lead to higher performance and thereby productivity, often management may not be concerned when their employees experience them .So an individual should learn how to manage stress experienced by them. Some of the strategies to be followed are time management techniques, increased physical exercise, relaxation training and expanding social support networks. Also the management should consider their employees and their capability so as to minimize their stress. This will help them to increase the productivity of the firm and performance of the employees. Almost the media Industry in India has now started realizing the importance of stress. In this scenario such studies may enhance the accomplishments of the media Industry to keep the stress level at minimum.

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