

The Prospects and Challenges in Journalism as a Career: Exploring the Attitude of Female Journalists in the Punjab

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Abstract

The challenges female journalists visage in journalism and their positions in newsrooms, as well as their perception about media and the nature of job, have been under study for a long time. Many researches probed the problems in journalism profession, including the less visibility of female journalists' newsrooms, gender discrimination, the glass ceiling, patriarchy structure of journalism, etc. However most of these studies neglect the attitudes and perception of the female journalists towards the journalism profession, its prospects and challenges. The vexing question is that what type of attitude, do women journalists have regarding the challenges in journalism profession as a career and their attitude about it can best illustrate their approach to overcome the problems in journalism profession. This is the study that dealings the attitude of female journalists instead of examining the problems women journalists face as observed by others. An attitudinal survey from female journalists exposed that, in spite of problems in journalism, female journalist have positive attitude towards it as a career.

Keywords: *prospects, challenges, attitude, media education, media designation, medium.*

Introduction & Background

The word 'journalism' has been derived from 'journal' which denotes the record of things at daily basis. In earlier, it was used for magazine and newspaper writings. This profession was called journalism and those who arranged the journals were called 'journalists (Khursheed, 1964). Dr. Maskeen Ali Hijazi in his book 'Fan-e- Ida rat' adds radio, television and satellite communication to the broad realm of journalism naming it as electronic journalism.

There is an information revolution and it creates a need for a plenty of news and information about the happenings around the world. This trend force media organizations to hire a bulk amount of media workers for the smoothly function of newspapers, magazines, journals, radio, television, throughout the world.

Media have become cultural industry having a large number of employees working for different genre of audience. The developing and emerging media with its strong affects is an ample proof of the future position of media within societies and states. Eventually it has been becoming a profitable industry offering a large number of career opportunities to the people who want to join it as a professional career.

Who will be employee in media, male or female or both? Who will own the media industry? Who will enjoy the prestigious positions in media? The answers of all these questions are related to gender political economy of media and it is very necessary to know the answers all these questions. If we examine the broad spectrum of journalism history, we will come to know that this profession was typically occupied by male journalists, they owned the newspapers, magazines, etc, and they enjoyed the prestigious positions like editors, news editors of newspapers.

Despite the structural pattern of media ownership, women journalists have a remarkable place in media. Women journalists have struggled for a long time to enter and adjust themselves in journalism. The entrance of women in journalism was formally started in 19th century in various countries including Britain, where financial aspects and advertisement as blood lines for newspapers were active forces when several newspapers hired women as writer of women pages to attract women as the potential consumers. And for a long time women journalists were confined to women pages and social aspects of reporting and writing on light and comic topics as mostly male editors believed that women journalists lacked reporting skills (Chambers & colleagues, 2004).

The era of struggle of women journalists in American society was spread over the 19th and the 20th centuries. It can be divided into two phases: 1) the earlier 19th century was marked by social, economic and political changes for women in Europe as well America that encouraged many women to jump in this profession although the entrance of women was criticized as unsuitable profession for women. 2) The late 19th century was changed with advent of New Journalism in American society (Chamber, Steiner & Fleming, 2004)

Joseph Pulitzer, an American introduced a special women page in American Newspaper New York World in 1883. He recognized the economic power of women and the influence of advertisement and he knew the more sensational the way of writing of women journalists the more attraction newspapers had for audiences.

The rise of radio and introduction of television created more spheres for women journalists. When radio introduced in 1920 in the USA contribution of women journalists was little. The western media scholars are assured that early histories of radio do not include the

examples of women journalists. But when radio became a more dependable source of information, more people subscribed themselves as active audience of radio news. By the end of 1930, 40% American population had radio sets at their homes and work places. The development in radio's subscription gave a chance to women to perform certain functions and programs.

It is very interesting that by 1940s, the Directors of Education and Public Welfare Programs in four major radio networks in USA were women. (Hilmes,1997).

In South Asia region, if we glimpse, the plight of women journalists is poor. No one country of this region has a rich history about women's career in media. This region has not a rich history for women rights. Women journalists are struggling for their identification. It is rare that do they reach top positions in media. In 2001, the International Federation of Journalists reported that 38% of all working journalists in the world were women however, only a few of them possessed the authority, as editors-in chief and publishers, although women had become more visible particularly in radio and television as announcers, presenters and reporters.

In Sri Lanka, it is said that there is a 50-50 balance of men and women at the level of reporters and sub-editors. But there is not a single women editor in the main stream press. In most of the Bangladesh dailies women either works in the feature sections or at desk jobs (Ameen, 2009).

In India mostly women journalists work on desks than reporting. Thus the general newsroom culture continues to be overwhelming male bigoted (Rana, 2009).

None of the papers have any female editor or even sub-editor in Nepal. It was only recently that a woman was made chief news reporter. The papers have had several trained female journalists but they leaved the media industry seeking for other jobs after remaining in media for

a maximum of five to six years. The reasons may be overtly difficult working hours, crammed full and small newsrooms and lack of incentives. (Choden, 2009).

In Nepal no women has ever been an editor of a Nepali or English daily though there are few women editors of Nepali weeklies and magazines (Sharma, 2009).

Women journalists along with other women human right activists struggled for their rights in Pakistan. Their effort is a movement, a movement which started from 1947 to till now for the rights of women in Pakistan. This movement can be divided into three phases: The first was from 1947 until the end of Bhutto's time where essentially the struggles for issue of citizenship. The second phase was marked by the efforts made in Bhutto's tenure. There was tremendous participation of women in services opened for them except for the army. The third phase was Zia-ul- Haq's so-called Islamization. (Khan, 2008).

The remarkable presence of women in electronic media is not accurately indicative of the inside picture of newsrooms. More women in front of camera and on television do not necessarily mean more editorial empowerment for them (Rehman, 2009).

There are more than 50 TV channels, 22 of them are privately owned and 100 privately owned FM radio stations are functioning in all major cities of Pakistan. But in an industry rolling off 1,000 dailies, 1,650 weekly and 2, 700 monthly publications have only five percent women journalists. In the Urdu and regional language press, accounting for 80% of the newspaper market, there are very few women workers. Pakistan Television Broadcasting Corporation has had only one female managing director since the time of its launch in 1964. Many critiques see inclusion of more women in news media as nothing more than tokenism or 'window dressing (SAWM, 2007).

Total Strength of Journalists in Punjab

It is very hard to measure the total strength of journalists because there is no data available in public sector although there are two departments to monitor the Media. First is PID working at federal level and second is DGPR working at provincial level. In this situation data provided by the Council of Pakistan Press Club, representing the journalists all over the Pakistan seemed to be close to the reality. The list of registered journalists in Punjab provided by CPPC is given below:

Table 1: Council Pakistan Press Clubs:

Council of Pakistan Press Clubs			
S-NO	CITY	STRENGTH	FEMALE
1.	ATTOCK	87	0
2.	BAHAWALNAGAR	112	0
3.	BAHAWALPUR	304	3
4.	BHAKKAR	67	0
5.	CHAKWAL	87	0
6.	CHINIOT	42	0

7.	DERA GHAZI KHAN	124	0
8.	FAISALABAD	556	11
9.	GUJRANWALA	227	4
10.	GUJRAT	142	1
11.	HAFIZABAD	78	0
12.	JHANG	138	0

13	JHELUM	57	0
14	KASUR	39	0
15	KHANEWAL	82	0
16	KHUSHAB	47	0
17	LAHORE	2,345	264
18	LAYYAH	118	0
19	LODHRAN	47	0
20	MANDI BAHAUDDIN	67	0
21	MIANWALI	59	0
22	MULTAN	664	9
23	MUZAFFARGA	58	0

	RH		
24	NANKANA SAHIB	46	0
25	NAROWAL	61	0
26	OKARA	117	0
27	PAKPATTAN	81	0
28	RAHIM YAR KHAN	85	0
29	RAJANPUR	47	0
30	RAWALPINDI	3,158	465
31	SAHIWAL	184	3
32	SARGODHA	153	2
33	SHEIKHUPURA	115	0

34	SIALKOT	87	0
35	TOBA TEK SINGH	73	0
36	VEHARI	57	0

The data is taken from the press clubs of the Punjab's 36 district, which shows the grim picture of small number female journalists in journalism profession all over the province.

Women journalists' presence in newsrooms is one and half century old. Despite the work abilities they are in small numbers. They are even now considered just as 'others' in journalism profession.

Challenges in Journalism as a Career and women journalists:

Women journalists, generally, are not assigned the beat such as politics. If they are given such beats, they work under pressure of editors, management and owners who are mostly males. Tamseela Chishti, a former editor in Aljareeda shared her experience "Once Parvaiz Elahi (leader of PMLQ) asked her to make super lead of certain political news for publicity, she refused. Similarly the new ownership of Aljareeda in 2008 elections forced her to make headlines that PML (N) had won the elections but she refused and did not hide the fact". After it she was threatened with dire consequences by that newspaper's management. The common problems women journalists are facing are:

1. Political economy of media and issues of gender

The absorption of ownership in press has resulted in exploitative ownership. And this ownership is limited to males only. The political economy of media is based on gender discrimination. The six major media companies which since the mid-1980s, have been merged in six huge multinational corporations- AOL Time Warner, Disney, Viacom, News Corporations, Bertelsmann, and Vivendi own the majority of newspapers. In media industries, mostly male owners own production houses. Their influence, therefore, can be seen in every genre of media from films to news production (Byerly and Ross, 2006).

2. Media Routines

Media routines set a standard for male's legitimacy of dominance in newsrooms. It is belief that journalistic profession according to its nature is more suitable for male journalists. Female journalists even by themselves understand that presence a male is a symbol of standard journalism (Allison Gillwald, 1994). It is also manifested during this study. When women journalists were surveyed or interviewed separately from women journalists, they stated that they were fully satisfied with editorship of male editors.

3. Glass Ceiling

According to U.S Department of Labor the Glass ceiling is scorn obstacle based on attitudinal or structural biases preventing qualified women from going on into higher administration positions and impede them from getting assignment that can lead developing skill and authority and, in return, to promotion. International Federal Journalists' meeting in Seoul observed that women comprise 30 to 40 percent of the workforce in the developed counties media organizations, less than 1% women are at managerial posts in news organizations (Chamber, Steiner and Fleming, 2004).

4. Harassment

Sexually pestering of female journalists is also a big challenge for women working in media. Even women at top positions have attested that they have offered to sex, flirt and fluctuate themselves in order to obtain a story. According to Weaver (1992) that between 40 and 60 percent of the US women journalists he surveyed had experienced nuisance. A study of Indiana newsrooms shows that almost 70% of women journalists said they had been harassed while working (Low 1994) A study of Washington women journalists by McAdams and Beasley (1994) showed that 60% of women who worked in the Capitol

Press Gallery had experienced sexual annoyance and 80% said that they thought sexual harassment was a problem for women generally.

The data collected during this study shows that majority of women journalists in the Punjab has reported that sexually harassment is not their problem. When it was asked that have ever they faced the sexual harassment and abusive language in newsrooms, 36% women said that they never faced such problems. And 20.5% remained neutral. The reason may be cultural hindrance in the Punjab's newsrooms where women generally avoid answering such questions.

The challenges of identity and discrimination in Pakistani Media are multi-dimensional. When a woman starts working, she has to face discrimination from not only her seniors but also her colleagues (Rana, 2008). The opportunities for success in the journalism career are different for men and women. Women are seldom consulted for their opinion on any issues. Male journalists get more successes of their social network for covering various issues but when women do this, they are scandalized. Males get more success in this profession.

At the eve of the All Pakistan Women Journalists Convention (3rd May, 2014), women journalist's speakers highlighted a number of challenges they and their other female colleagues had been facing and demanded a number of improvements by acting on true spirit of Proclamation of Lahore:

Proclamation of Lahore: All Pakistan Women Journalists Convention (3rd May, 2014):

1. The rights of vote and membership of the Pakistan Federal Union of Journalists (PFUJ) and its affiliated Unions (UJs), should be given to women journalists of Pakistan.
2. It is an obligation for all Media Houses to insure the facilities of Day Care Centers, Wash Rooms, Rest Rooms, etc, for women working in those Houses. If Media Houses fail to do

so, then, there should be proper arrangement of registration of complaints and necessary actions should be taken by administration.

3. All Media Houses should provide transport facilities to women journalists because the lack of transport constraints the performance of them.
4. There should be committees in all media houses, press clubs, and unions under the Govt. Law of 2010, with the function to prevent the cases of sexual harassment. And the representation of women must be insured in all these committees.
5. Under the Labor Laws, the Maternity Leave for three months with pay is the right of Women journalists. But unfortunately some media institution, instead of protection the women in Maternity problems, relief the women journalists from the job without pay. It is the violation of the Law
6. It should be insured that there is no discrimination in salary, the defined working hours, equality in assigning the work and appreciation on good performance and equal chance of progress.
7. For the safeguard of right of female journalists, 33% seats should be reserved for women in Press Council including all Media Regulatory Institutions.
8. Media Houses must give facilities of Insurance to women journalists and all other rights without gender discrimination.
9. 10% quota, at least, should be reserved for women journalists in Govt. Women Working Hostels.

What is an Attitude?

An attitude is something that guides the possible action, lies in a man's social behavior. It is arbitration between process and actions. An attitude can be defined as an continuing organization of motivational, exciting, cognitive and perceptual processes with respect to some aspect of the individual's world (Krech and Crutchfield, 1948).

Here, it is also necessary to make differentiate between an Attitude and Behavior which may be merged to each other regarding their apparent features. But the psychologists tried their best to prove that the attitude is the matter of inner self. It is something which compels us to like or dislike certain things.

Behavior can be seen by our actions. It may be according to individuals' attitude or may be different. Attitude can guide the behavior. What is the relationship between people's attitude and their actions in attitude relevant situation? One thing to remember is that this relationship is complex enough.

For example, we observe that the female journalists in the Punjab have negative attitudes towards masculine newsrooms by expressions, but they never respond to the questionnaire aimed at the measuring the magnitude of their attitude. It will attribute as those women journalists in the Punjab have negative expression with positive behavior of never responding the negative worded survey of attitude towards masculine newsrooms. Thus it will be said that the negative attitude of female journalists is different from their positive behavior.

Sometimes the relationship between attitude and behavior is so straight forward that the negative attitude of female journalists in the Punjab directly affects their negative behavior. They

not only give negative expression about newsrooms but also actively participate as subjects in every research for examine the masculine newsrooms.

Rationale to the study:

Newsrooms' culture and values have considerable impact on the work of female journalists and their attitudes affect the journalism profession consequently. The amplified opportunities in journalism career for women as well as the challenge of patriarchal system of media industries have created serious debate in media scholarly section. So it is logical to explore the attitude of female journalists.

To measure the attitude and its consequent on the work and decision of female journalists, the present study explores the attitudes of female journalists and in the Punjab. The working female journalists including editors, subeditors and reporters are consulted stakeholders in the study. In the Punjab, the more ratio of working female journalists and progress in various mediums of journalism and more opportunities in the Punjab province will be helpful in generalizing the study.

Statement of problem

The prospects in journalism have opened a vista of opportunities for female journalists. They have a wide variety of choices in this profession but they are still in a small number in the newsrooms. The reasons are the problems and challenging nature of job. To overcome all these problems and gain a remarkable position in journalism, they attitude of female journalists is substantially important.

Objectives of the study:

The main objectives of this study are:

- To find out the female journalists' attitudes while working in male dominated newsrooms
- To find out the challenges faced by women journalists and the effects of these challenges on their work.
- To sort out the most serious challenges faced by female journalists.

Review of literature

Shuman (1899), an American newspaperman wrote a couple of books about the practices of journalism and he lifted the idea that women were quite unable of news gathering which is a fatiguing job. Local reporting is more assemble male reporters because they have more potential for this work. But the end of the 19th century, educated women started to perform an active social role outside their homes and finally began to come in the profession of journalism. But these women were restricted to writings on topics of human interest.

Malone (1999) noted three significant changes in the late 19th century that gave women journalists an opportunity to feminize the male saturated newsrooms: 1) when women started to writing stories and features on women 2) women were becoming the reason for change in the social taboos and empowered gradually which was a social apprehension for male dominated society 3) the suffrage movement in media or human interests' stories, which provided the popular newspapers an opportunity to challenge the elite press style and swirled the readers' sense of resentment.

Low (1904), in her book 1904, 'Text Book for The Young Women Journalists' said that the profession was become prettier to the common fairly well-educated women due to variety of work and opportunities.

Chamber, Steiner and Fleming, (2004) said that women journalists work was judged by their femininity. Women are still restricted to soft news like women pages and other social news. While maleness is rendered as unbiased and male journalists are treated as professional.

The imposed limits of femininity prevail throughout over the profession. According to Holland (1987) the personal bodies and lives of women journalists are often discussed and debated in the sections of media. She further says that such discussion about female journalists come from the top management rouse public curiosity to make sensational news.

The education of women of journalism has multi-dimensional impacts. To access the impacts of education, Logie (1938) in her doctoral research concluded that women graduated in journalism in working for five to ten years, were typically earning more than liberal arts graduates or non-graduates women working in newspapers. She collected the data by surveying 881 women journalists, including several women working in advertising and publishing, One-fifth of her respondents were not doing any kind of media-related work. Some 57% were graduates in journalism.

The attitude of journalists vary according to their socio-economic backgrounds, political values, race and ethnicity more than gender according to British and USA data collected by Willhoit, Weaver, Henningham and Delano (1998). They further added that newsrooms and community environment had more impact on the professional values of American journalists than gender.

Women in decision making position in media organizations, is an interesting fact. An important finding in this regard is extracted from the study of Weaver and Wilhoit's (1996) who concluded that although women were not as likely as men to perceive themselves as having

much executive authority. They seemed to at least equal to men in the amount of editorial control they had. They collected the data by surveying three categories of male and female journalists: 1). those who influenced the recruiting of journalists decisions. 40% men and 35% women in print, and 40.5% of men and 21% of women in broadcasting said they had a great deal of influence. 2). whether they could select the stories they worked on? 47% of men and 46% of women in print, and 45% of men and 54% of women in broadcasting said 'always'. 3). how much editing they do, 39% of men and 43% of women in print, and nearly 21% of men and nearly 40% of women in broadcasting said 'they did a great deal'.

Miller and Miller (1995) found that 43% of the 215 respondents were agreed strongly with the contention that women faced more sexist language from co-workers in sports than did women who worked in news, while 3k% disagreed. While Ross (2001) in her research on newsrooms culture found the women journalists' gender sightlessness and self-deceptive strategy adopting in newsrooms. Women, according to her, internalized a sexiest approach and thought that women in media were dependable for their subordinate positions.

Clercq (2002) in her shedding light on the absence of women and women's under-representation in the newsroom analyzed employment of male and female journalists in Belgian news media that showed that the newsroom remained highly dominated by men, despite an increasing intake of women professionals in the world. She also explored why female journalists continued to be a minority. She collected the data through nationwide surveys and in-depth interviews with Belgian journalists and found differences of opinion between males and females on the issues of job content, work load, professional status, career tracks, wage promotion, pay inequalities, networking, discrimination, harassment, age and family situation. The result of the

study showed two dimensions. There was bias in careers between men and women. Men seemed more able to manage the job than their female counterparts, with home responsibilities.

Shabir (2012) said that working women in Pakistan, especially journalists are exposed to a lot of discriminatory behavior by society and top management of media. The state was more perilous in Khyber Pakhtunkhwa, an area where due to war on terror, the human life was at stake and stereotypes about women were at full swing. In Khyber Pakhtunkhwa only 16 women journalists registered with the Peshawar Press Club and were facing the discriminatory behavior at the work place as well as in community. The society teased them due to their occupation.

Amber (2003), analyzed the demonstration of female sidelined reporters within the framework of feminist critical theory. For data collection she observed the female sidelined reporters in playgrounds of 2005-6 NCAA Division 1-A college football bowl season and selected four games to watch the activities of female sidelined reporters and observed that female sidelined reporters were given very short time for their segments and as researcher said they were given 6 to 8 segments and each segment was of 38 seconds and the female journalists carried their segments after receiving signals from their male colleagues.

Conceptual framework:

This study is conducted within two conceptual frameworks, the first liberal feminism, originated by Marry Wollstonecraft (1759-1797) and Eleanor Roosevelt (1884-1962), which profound the women journalists' struggle for getting equal rights in media. The other concept under which this study was conducted is the Feminist Political Economy of Media developed by a number of theorists including Janet Wasko and Lisa McLaughlin (2000) to scrutinize the structural nature of relationship of female journalists with media.

Research question

- What attitudes do women journalists have towards prospects and challenges in journalism as a career?

Research Hypothesis

- H1. The attitudes of female journalists will depend on their designation, education and medium.
- H2. The attitude of female journalists will less depend on social values and economic pursuits.
- H3. The attitudes of female journalists will not be associated with their positions in newsrooms.

Research Methodology:

The present study has used the quantitative method to measure the attitude of female journalists towards journalism career. The questionnaire is developed for women journalists and in surveys three scales are used to access the attitudes of female journalists. These Scales are: Likert Scale, Nominal scale and Ordinal Scale.

Population:

The population of the study is the female journalists all over the Punjab. The reason for population from Punjab is that it was convenient for the researcher and the proportion of female journalists is higher than any other province. A sample of 44 women journalists was selected for filling the survey. Through purposive sampling, female journalists are selected for attitude measurement. Convenience technique is also used.

Data Presentation & Analysis:

For data presentation and analysis the SPSS package is used for checking the relationship among various variables, the chi-square test is applied.

No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Nil	Total
1	Mainstream media hire less women journalists	14%	39%	20%	25%	2%	00	100%
2	Rules are followed for recruitment and promotion for men and women equally.	9%	32%	18%	30%	7%	00	100%
3	Female journalists are satisfied that all their requirements fulfilled in journalism profession	30%	45%	16%	7%	2%	00	100%
4	Social pressure is there in performing the duties during the job.	11%	27%	20%	25%	16%	00	100%
5	Male colleagues	7%	20%	32%	16%	2%	0%	100%

	encourage the female journalists during the job							
6	Women journalists are denied for top positions in journalism	27%	25%	9%	25%	14%	0%	100%
7	Environment of the newsrooms in not conducive for women journalists.	27%	45%	16%	9%	2%	0%	100%
8	There is harassment in the newsrooms.	32%	45%	7%	14%	2%	0%	100%
9	Women journalists face gender discrimination in labor division in journalism profession.	7%	39%	36%	16%	2%	0%	100%
10	Women journalists generally do not participate in	9%	52%	20%	16%	2%	0%	100%

	decision making.							
11	Women journalists are not consulted in policy making	39%	52%	9%	0%	0%	0%	100%

Questions	Yes	No	Nil	Total
Is media education necessary for attaining better position in journalism?	77%	23%	00%	100%
Media organizations takes steps for welfare of female journalists	45%	50%	5%	100%
Is there any threat to female journalists from invisible forces in various mediums?	45%	50%	2%	100%

Figure 1: Designation in journalism:

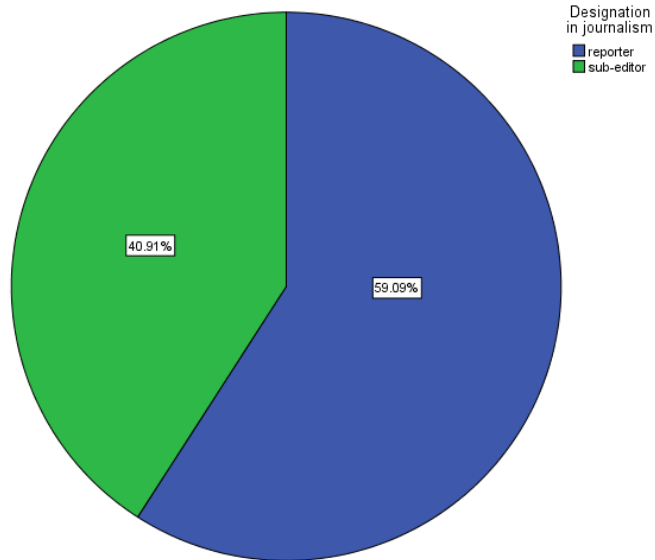


Figure 2: Threat from invisible forces:

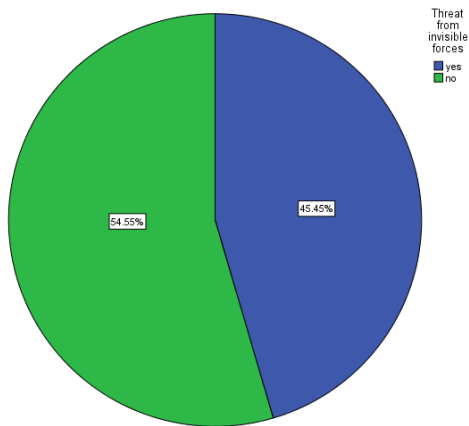
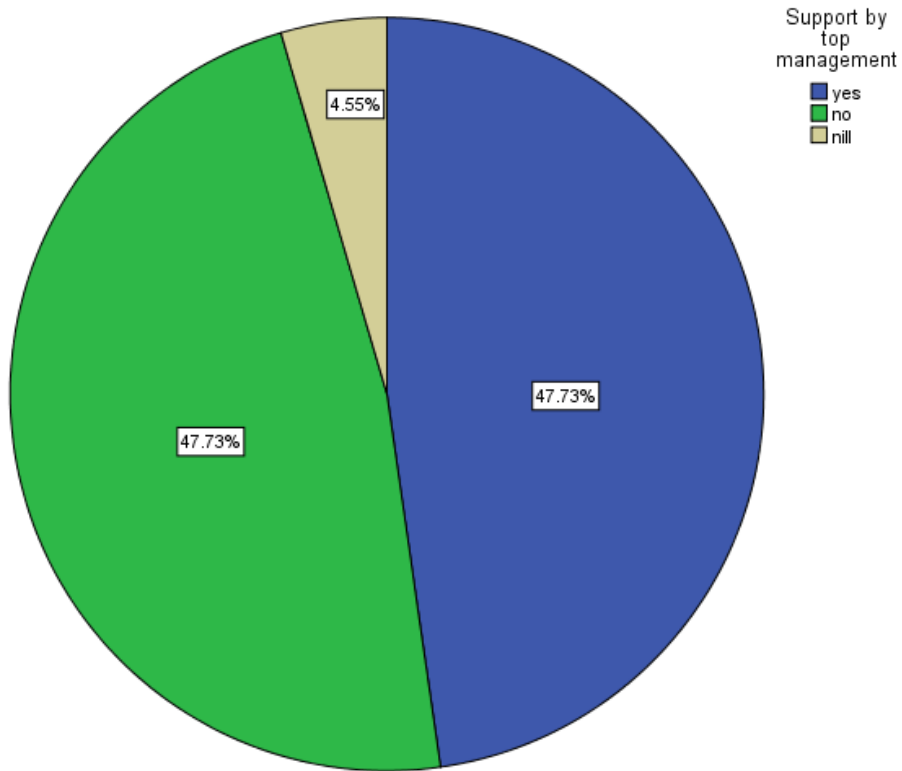
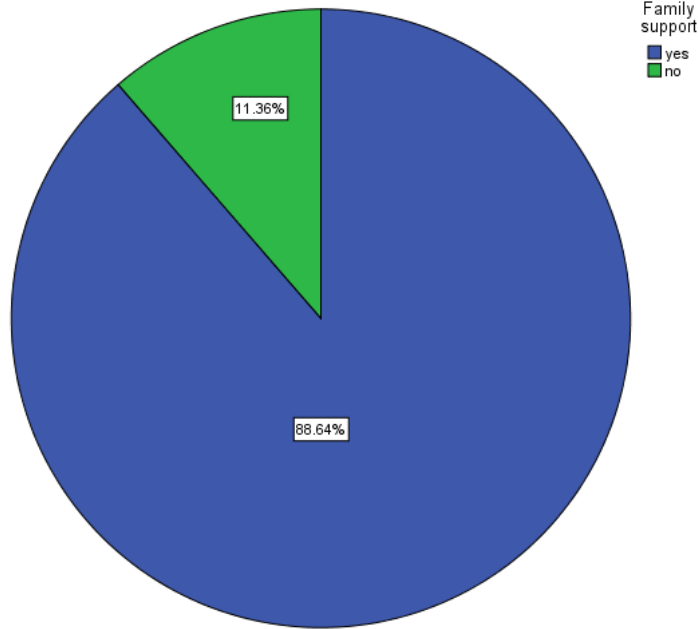


Figure.3:

Family support



Regarding the question that what types of attitude women journalists have towards the nature of challenges and prospects in journalism profession, various tables are analyzed. And three hypotheses are tested. The analysis can be summarized as: 28% reporters and 30% sub-editors were with the view that media education was necessary to survive in journalism profession. 25% reporters worked in mainstream papers and 32% in electronic media while 23% sub reporters worked in mainstream papers and 16% in electronic media. 25% reports agree that mainstream media hire less women journalists.

On the question that whether the rules of recruitment and promotions were not followed, 20% reporters were agreed and 11% sub editors were agreed. The statistically procedure disapproves the first hypothesis “the attitudes of female journalists will depend on their designation, education and medium.

The question that journalism profession fulfills the needs of women journalists was answered as: 23% reporters agreed while 23% subeditor had this point of view. 36% reporters said ‘No’ while 25% sub editors said ‘Yes’ that media institution took measures for the development and welfare of their employees. 13% reporters and 13% sub editors agreed that there was social pressure exerted on them by society due to working in media. While mainstream papers worked for the welfare 25% and 22% in electronic.

Women journalists were with the point of view that invisible forces threatened them 25% in mainstream papers while 22% in electronic. In mainstream 22% and in electronic media 20% male staff encouraged female journalists during their professional performance. H2: The attitude

of female journalists will less depend to social values and economic pursuits, is approved statistically.

There is discrimination against women for top positions in journalism profession, 15% reporters agreed while 18% sub editors were agreed. The environment of news rooms is more decent due to presence of women, 22% reports were agreed. 22% reporters and subeditors were agreed that there was harassment sexually in newsrooms. 20% reporters and 18% sub editors were with the point of view that there was gender discrimination in media houses regarding women. 36% reporters and 15% subeditors said that they were not consulted in decision making.

13% mainstream papers and 13% electronic media showed discrimination against women journalists. 20% women in mainstream newspapers and 25% female in electronic media were agreed that there was a big chance for women journalists to reach at top positions. While 25% women in newspapers and 27% in electronic media were with the point of women that female journalists were not included in decision making and 23% in mainstream and 29% in electronic media said women journalist rarely consulted for policy making by the management of media houses.

Conclusion

The study has been concluded after probing and analyzing the various aspects of prospects and challenges in journalism career and the nature of attitude of female journalists towards these issues. The topic and various ups and downs of female journalists' history of struggle, their education and attitude and behavior have been explored. Literature review gives more in sighted picture of women struggle and many studies are deeply explored to find out the women and masculine soaked newsrooms and researcher comes on the conclusion that despite

different prospects of journalism in modern age, the picture is still glooming regarding the position of women journalists due to gender politics in media institutions. By using the statistical procedure the data has been analyzed and results of the present study show some aspects of the research problem that were not presumed at earlier stages of the study by exploring the attitude of female journalists.

The analysis of the available data shows women journalists' attitude about journalism profession is positive to some extent in Punjab. They are not facing those challenges which are generally assumed by people. They are still satisfied newsrooms' environment and policies. Mostly women journalists were contented with the environment of newsrooms. The positive attitude may be the result of new developments and the prospects in journalism. But the statistics took from universities about the last 10 year enrollment of media students and the total number of women journalists in Punjab according to CPPCs are contrasted each other's. Media students are in bulk number enrollment wise but female journalists in media are only 5.5% of the entire population of journalists enrolled in different press clubs of Punjab.

Limitations of study

Although the researcher strived her best to collect facts and figures appropriately to address the research problem, but there were some factors that deterred in achieving the set goals. These elements were:

- The non serious attitude of most of the female journalists towards filling the questionnaire. In Convention of all Pakistan Women Journalists held in Lahore, attended by also the researcher, the problems which were discussed by female journalists'

speakers were also included in questionnaire to analyze the women's attitude individually. But the response against challenges came totally different.

- In convention, women were speaking piercingly about their rights neglected in media and depressed them from progress opportunities, but later on in filling the questionnaire whether at the convention or at newsrooms, their attitude was totally changed. Some invisible forces in newsrooms might have affected their attitude.
- Time constraint was also there, not allowing for further exploration the problem of study.

Recommendations:

Here are some recommendations for future study on the attitude of female journalists and challenges in journalism profession:

- Use further attitude measurement scales with different statistical tools of test for more access to attitudes of female journalists.
- Find out the reason that why female journalists' attitude was different, when they were in newsrooms and when they attended the Women Convention.

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