

EMOTIONAL INTELLIGENCE AND JOB SATISFACTION AMONG JOURNALISTS IN TAMIL NADU: AN EXPLORATORY STUDY

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ABSTRACT

This research paper delves into the intricacies of emotional intelligence (EQ) and its impact on job satisfaction among professional journalists in Tamil Nadu. Emotional intelligence, encompassing the ability to recognize, manage, and regulate emotions, plays a pivotal role in the journalism profession. This study aims to fill a notable research gap by investigating the emotional intelligence levels of journalists in Tamil Nadu and their implications on work-related stress, job satisfaction, and organizational commitment.

Keywords: Emotional Intelligence, Direct Cost, Professional Journalists, Job Satisfaction

1. INTRODUCTION

The realm of journalism is marked by emotionally charged events, intense competition for exclusive news, relentless deadlines, and ethical quandaries. The advent of the Internet and 24-hour news networks has transformed the dynamics of journalism, making it essential to explore how journalists in Tamil Nadu manage their stress levels and navigate their work environment while adhering to stringent deadlines. While numerous studies have examined the impact of emotional intelligence in various professions such as administration, education, medicine, and

public service, the journalism profession remains relatively unexplored in this context.

2. RESEARCH PROBLEM

This research paper addresses the intriguing question of how emotional intelligence influences the job satisfaction of working journalists in Tamil Nadu. Termed as an exploratory study, the research problem is aptly titled "Emotional Intelligence of Working Journalists in Tamil Nadu."

3. OBJECTIVES

The primary objectives of this study are as follows:

- 1) To assess the emotional stability and self-efficacy of working journalists in Tamil Nadu.
- 2) To examine variations in emotional intelligence based on gender among journalists.
- 3) To explore the socio-economic status of journalists in Tamil Nadu.
- 4) To investigate the working conditions and levels of job satisfaction among journalists.
- 5) To understand the requisite skills and educational qualifications for journalists in Tamil Nadu.
- 6) To delve into the overall health status and functional challenges faced by journalists in Tamil Nadu.

Hypotheses: This study posits the following hypotheses: A. Job satisfaction among journalists is inversely correlated with workplace stress. B. Organizational commitment among journalists is inversely correlated with their levels of work-related stress.

4. METHODOLOGY

To accomplish our research objectives, this study employs a descriptive research method combined with a survey technique. The study's sample will be drawn using a simple random sampling technique. The demographic variables considered include age, gender, marital status, job title, education level, and years of experience. Independent variables encompass elements like friendship, feedback, autonomy, and family, while dependent variables include promotion, compensation, gatherings, and rewards. Data will be collected via a meticulously crafted survey using Google Forms, and rigorous quantitative techniques will be applied for data analysis.

5. IMPLICATIONS

The findings of this research paper will have far-reaching implications for the journalism profession. They will offer valuable insights into the emotional intelligence of journalists, shedding light on its impact on their work environment and personal development.

- 1) "Some of your emotions can affect your performance" – While 44% of respondents disagree with this statement, 56% believe that emotional intelligence can influence performance.
- 2) Approximately 50% of respondents believe that job stress is attributed to emotional imbalance, while 25% disagree, and roughly 25% consider it unhealthy.
- 3) While 33% of respondents claimed they can manage their emotions, 67% acknowledged that sometimes they cannot.
- 4) The majority of respondents concurred that they engage in alternative forms of entertainment to divert their minds from distressing thoughts. Few responders claim to have remained composed while experiencing emotional turmoil.
- 5) When people are irritated, 57% of respondents stated that it will manifest in their work environment, while 43% believe they can control it.
- 6) A significant 77% of respondents asserted they can balance their emotions between their personal and professional lives, while 23% indicated otherwise.
- 7) The majority of respondents expressed satisfaction with their careers in journalism, with only approximately 11% reporting dissatisfaction.

6. CONCLUSION

In conclusion, this study contributes to the understanding of the relationship between emotional intelligence and job satisfaction among journalists in Tamil Nadu. It reveals that the majority of journalists exhibit a high level of emotional intelligence and the ability to manage their emotions effectively. However, it highlights the concerning issue of inadequate earnings in the journalism profession relative to the considerable effort involved. In light of these findings, policymakers are urged to provide journalists with access to comprehensive training and advocate for fair compensation to ensure the continued vitality of journalism as a profession.

CONFLICT OF INTERESTS

None.

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