Chapter III
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Main Objective of my study:

➢ Find out the socio-economic and educational background of women journalists in Karnataka.

➢ Analyze the job satisfaction of women journalists.

➢ Explore professional challenges of women journalists.

➢ Examine the promotional patterns of women journalists.

➢ Understand the salaries and facilities provided to the women journalists.

➢ Identify the nature of assignments given to women.

➢ Inquire the impressions of the women journalists about their profession.

➢ Study special problems of women journalists working in various media.

Research Methodology:

For three core chapters in the study three different methods have been applied to collect and analysis data. To measure the extent of
coverage women in the press and to show the status of workingwomen journalist of the press, the method of 'content analysis', both qualitative and quantitative was adopted. In order to signify the meanings of the various symbols, dialogues and situations the method of 'semiotic analysis' adopted. For the chapters to assess the attitudes and opinions of women, the method 'of survey' along with set of well-formulated questionnaire was adopted.

Besides the above, the study has depended on the secondary sources of the data such as books, articles of journals, magazines newspapers and reports and documents from the government and semi government bodies for getting the back ground materials for the study. For instant, to know the status of women in various such as material status, Education, Nature of working conditions etc the secondary source was of much help. A historical study was also made while writing the background profile of the above mentioned three chapters. The required secondary data were collected from various libraries, institutions and Internet sources as mentioned in the acknowledgement.

Limitations:

The study was earlier designed to take up the Newspaper, Radio, Television and even On-line media. But while attempting the project task
appeared to be stupendous and never-ending. Hence only Print and Electronic media were selected for the study. Initially it was decided to take up more than 300 Women Journalists for my survey from all districts in Karnataka State.

**Sampling and Response Rate:**

A total of 262 women working samples from the media have been taken. In order to get a reasonable data for my research, I had taken 300 respondents as my sample size in the initial stage of my research and distributed the questionnaire to 300 respondents, but I got back 262 filled questionnaires from the respondents. This means the response rate was approximately 87.33 percent. This was one of the most disappointing aspects of the study. There was total non-cooperation to fill in the questionnaire, especially by journalists from the English language national media. They kept reassuring that they would complete the questionnaire, but never got down to it. Some respondents said the questionnaire was too long and would require too much time to fill up. Most of the data collected was through personal interaction, which though time consuming, gave many great quotes and observations that women were hesitant to put on paper.