PREFACE

Radio has given our country an enormous capability over a period of time and has done a superb job in conveying a variety of information and entertainment to the people. It is highly dedicated media of the country, which has become a heritage for the country men. Radio, being a highly mobile medium forms an instant connection with the people.

Radio which means the, All India Radio, has during seven decades of its existence has developed into one of the largest broadcasting media industry of the world. It has about 233 radio stations and 375 transmitters to serve the communication needs of the plural society of India. Its network expanded gradually, imbibing new technologies and programme production techniques. It being a three tier system of broadcasting e.g. national, regional, and local, it caters to the information, education and entertainment needs of the audience through its stations in this country of continental dimensions. These channels provide news, and other audio programmes to almost entire population of the country, that has been counted as 102.7 crore as per the 2001 census. Its vast reach, especially in the rural and tribal areas, make it the primary and, sometime, the only source of information and entertainment.

FM Radio is a new form of radio, which provides listening pleasure with technological improvements made in the field of sound recording and ensures disturbance free high quality music to its listeners. Today, FM Radio has acquired the status of modern radio, which speaks in peoples own style. Previously, radio was totally a Government media but due to liberalization policy of the government of India, many private companies have started
broadcasting through FM Radios. Through advertisement, the Government and these private channels are earning a lot. The FM media industry of India is becoming a big media industry of the world.

After independence the Broadcasting Media Industry is observing a continuous paradigm shift. There are numerous challenges, in the future, for this employment generating media industry. It holds the potential to unveil new facets of opportunities. The traditional concepts are being reengineered and modernized to meet the demands of this employment generating industry. This has led to a substantial change and redefinition of this industry.

The need of the time is to analyze the integral role of human resources of these media organisations, because each of these needs to pay full attention to the competence of the employees working for them. Further, these media organisations have to be people oriented, to share with them strategies of the industry. This will also contribute to achieve the business goals and will also help to improve the quality and effectiveness of this industry, to achieve the requisite target.

This research work is an attempt to study the quality of work life and its impact on selected broadcasting media organisations in the Northern Region. This study reveals the impact of appropriateness of quality of work life on job satisfaction of the employees and organisational commitment thereby.

The study brings into sharp focus the need for quality of work life and its impact on media organisations to adopt a pro-active approach while formulating QWL factors and linking them to the business strategy.
This study will have far reaching effects on highlighting the importance of employees’ performance and sustaining motivation levels through innovative measures when the quality of work life and job satisfaction is ensured the organisational commitment is strengthened at all levels.

It is believed that the quality of work life of media workers include how the media organisation interact with the environment, acquire, prepare and develop the skill of employees and design and evaluate work and can help these organisations to meet their competitive challenges and create values.