

AN EXAMINATION OF THE ROLE OF PROFESSIONAL STRESS ON WORK-LIFE BALANCE OF PRINT MEDIA EMPLOYEES

Priya Sharma, Research Scholar, IIMT University, Meerut

Dr. Priyanka Rana, Associate Professor, IIMT University, Meerut

ABSTRACT

The main aim of this study is to examine the role of professional stress among print media employees in terms of work life balance. The numerous statements/constructs are studied based on the replies provided by the respondents in order for the researcher to comprehend the Professional Stress faced by Employees. Based on a survey of the literature and discussions with employees in a pilot study, the researcher developed some statements to better understand the professional stress that employees face. These statements are organised into eight categories. Respondents are asked to express their Professional Stress experience using statements on a 5-point Likert rating scale. As a result, it was discovered that the majority of employees firmly agreed that there is employment instability in their industry and the majority of employees think that economic difficulty has caused professional stress for them. It is caused by conflict, familial pressure, and, most importantly, insufficient pay.

Keywords: *work life balance, Print media employee, Professional stress, job uncertainty, economic hardship, physical, psychological and behavioural symptoms*

INTRODUCTION

Employees of the print media play an important part in disseminating all facts or information about occurrences to the general audience in the country. To become a Journalist, one must have a comprehensive understanding of all fields of knowledge and information. A "Journalist" is someone whose job entails gathering, writing, and disseminating information to the public through newspapers, magazines, and TVs. The term "journalist" comes from the French word "journal." They are defined as editors, photographers, and columnists who conduct research on issues, interview individuals, and then write or frame articles that are printed or aired. Editors, Editor-in-Chief, Resident Editor, Media Head, Program Head, Video Journalist, Sub Editors, Reporter, Correspondent, Photographers, Cameramen, graphic designer, stringer, freelancer, and so on are all part of the duties of a journalist. Arnab Goswami is now India's most prominent journalist. The industry accepts both males and females without regard to gender to be a part of this career. Journalists, like all other professions, encounter unique problems at work. Understanding that these journalists must strike a balance between their work and personal lives. The Indian media and entertainment industry is rapidly expanding, with print media increasing from Rs 1,473 billion to Rs 2032 billion between 2017 and 2021, according to the Audit Bureau of Circulation Report. They are anticipated to expand their sector through the usage of the internet, where digitization is vital. The media business employs almost 4 million people across the country. It has increased the number of chances for young people to enter this business.

The news media is a public service platform. Workers in this area are responsible for the people in society since they disseminate knowledge to the public about events that occur in and around us. The news will have an influence on the public; hence, the journalist's task is to guide the

public in the proper direction. They must preserve honesty, social duty, and proper respect for the public during the course of their role responsibilities by providing accurate information. Journalists must be regarded and valued by their organisations for the work they accomplish. Long working hours, unexpected assignments, a demanding work environment, family commitments, and a personal lifestyle are all characteristics of the journalist. As a result, the research of Work-Life Balance of Employees in Print Media aims to comprehend the equilibrium between Work and Life, professional stress, quality of life, and its influence, as well as to provide the sector with a benchmark for progress. The consequence will be the assistance for media personnel, policymakers, organisations, journalists associations, and all other stakeholders who are engaged with this business.

The Print Media Industry includes Indian Media and Entertainment. It is built on knowledge and information, and it plays an important part in the global transmission of facts and statistics in the fields of education, sports, cultures, politics, entertainment, and so on. Employees of the print media serve as conduits for disseminating this knowledge and information to society in order to advance the public and the country's growth. The curial nature of executing their duties with the strange time frame of 24 x 7 leads to an imbalance between the journalists at work and family, as it does in other professions. Both male and female print media employees have families that require their attention, which produces emotional and professional stress in most situations owing to the unusual nature of their employment.

The Work-Life Balance of print media employees is problematic in this environment. As a result, the focus of this research study is on the analysis of many difficulties concerning print media employees in their professional and personal lives.

Furthermore, this sector lacks proper regulatory legislation to ensure the safety and security of persons doing their duties. At the moment, the field is attracting more and more youthful blood; yet, it is quite difficult for ladies who choose to work in print media. Based on a survey of the literature, there is less research in this area. As a result, the researcher contributes to the field of print media by studying Work-Life Balance of print media employees working in NCR print media business.

OBJECTIVES OF THE STUDY

- To assess the level of Professional Stress experienced by print media employee based on gender and media-wise.
- To examine the role of Stress on Work-Life Balance of print media employees.

LITERATURE REVIEW

In their study, Visotskaya N. et al. (2015) looked at emotional burnout syndrome among university professors. The three stages of stress symptoms were tension, resistance, and exhaustion. At the tension stage, the professor experienced worry and despair, insufficient emotional reaction and moral difficulty during the resistance stage, and emotional inadequacy and personal estrangement during the weariness stage. It discovers that each stage of "emotional burnout" is also in the "developmental process" or "is already established" and "is induced by professional activities" of the persons.

M. Yaacob et al. (2015) look at the effect of professional stress on job satisfaction. To look into the connection between professional stress and job satisfaction among teachers. The Occupational Roles Questionnaire (ORQ), the Occupational Stress Indicator (OSI), and the Minnesota Satisfaction Questionnaire were used by the researchers to measure job ambiguity, job overload, and work-family conflict among teachers (MSQ). The findings indicated that the total degree of professional stress is high, based on a mean value of 3.80. The highest mean value was 4.00 for job(role) ambiguity, followed by 4.09 for job(role) overload. On the other hand, there was a decent degree of work-family conflict at 3.44. There was a positive relationship developed between job(role) ambiguity and job happiness, but no link was formed between role overload and conflict among work-family conflict and job satisfaction.

Dhankar S (2015) conducted a study on professional stress in the banking industry to assess the level of stress experienced by employees and to evaluate the impact of various stress factors on the workers of 20 banks in the districts of Karnal, Sonipat, Panipat, and Kurukshetra. The study included 200 employees from both public and private sector banks, and it assessed stress levels using an occupational stress assessment scale. Role Overload produced stress in private sector employees, while excessive group and political expectations created more stress in public sector employees, according to the analysis. According to the data, there is no difference in the various variables of professional stress in public and private sector banks. It was also discovered that there is no difference in the level of stress experienced by personnel in both industries.

KDV Prasad et al. (2016) investigate the influence of social support and coping techniques on professional stress and performance in CBSE teachers. Stressors found were student behavior, school atmosphere, role overload, role ambiguity, and workload. Social support includes coworkers, emotional and instrumental assistance, and coping skills. The experiment undertaken to investigate the relationship between professional stress and social support with coping strategy found no difference in tasks performed by male and female teachers. Instructors who got social support and adopted coping methods reported lower levels of stress as compared to others.

Malik et al. (2017) explored the link between professional stress and psychological features among teachers in Pakistan and Finland. Teachers in Finland were pleased with their working conditions, social support, opportunities for advancement, and professional development. Men teachers in Pakistan experienced substantial workplace bias. The stress indicators of the two countries were identical.

Tribhuvan S (2017) investigated the relationship between professional stress and job satisfaction among permanent and temporary school teachers. As a result, there is a negative relationship between professional stress and teacher job satisfaction.

C.A.V. Doss et al. (2018) studied the level of professional stress and expert burnout among teachers. The level of stress and burnout differs dramatically between male and female professors. Teacher burnout was predicted by a reduced operational environment, time anxiety, people misbehavior, and a reduced operational situation.

According to K P Aravinda Kumar and Dr.R G Priyadarshini (2018), a high standard of work-life balance is essential to continue attracting and retaining its employees, while it has a positive effect on attitudes, morals, and commitment to professional and personal health from an individual's perspective. The participation of the twisted internet in everyone's daily activities. It's difficult to picture the internet before social media. Use of social media leads to both positive and destructive behavior. As a result, the goal of this study is to evaluate how people use social media in their personal and professional lives in the context of occupational health. It has been demonstrated that the use of social media in professional life has a significant impact on workforce health as a result of workplace worries about social media.

Kumar et al. (2018) conducted an extensive study on the work-life balance of female journalists in the media industry. A standardized questionnaire was completed by 48 women in the research. To evaluate study variables, descriptive statistics, bivariate analysis, and correlations were employed. According to the study's findings, media professionals have both positive and bad effects based on factors such as working hours, family responsibilities, and so on.

A.K. Pathak et al. (2019) revealed that an organization's profitability and productivity are depending on its employees' performance and devotion. Every employee has a personal and professional life that cannot be separated. If a company wants to boost output and commitment, its employees must be devoted and pleased. Individuals may do this by leading complete lives both within and outside of the workplace, and by being welcomed and respected for the mutual benefit of the individual and the organization. Organizations are social systems in which the most important factors for success and efficiency are human resources. Organizations require effective managers and staff to achieve their objectives.

In Bandung, Indonesia, Silaban, H., and Margaretha, M. (2021) explore the influence of work-life balance on millennial generation employee satisfaction and retention. Work-life balance has an effect on job satisfaction of up to 8.3% and an effect on employee retention of 4.4%, according to the study's findings. One of the managerial implications of the research findings that might be implemented is that organizations should provide a pleasant working environment and amenities to boost employee engagement.

Gargi Chaudhary and Dr. Ashok Kumar (2021) study the work-life balance of female journalists in the media industry. Female journalists work long hours with little downtime, making it difficult for them to strike a balance between their personal and professional lives. As a result, finding a work-life balance in the print media industry is critical for working women who want to maintain a good standard of living. The study employed a structured questionnaire with 50 female respondents to get their thoughts on the work-health balance. The purpose of this study was to investigate the impact of women journalists' work-life balance on their personal and professional lives. It also discussed how managers might help female employees balance their personal and professional lives by creating specific goals. This study aims to analyze the complex challenges that working women face while managing their personal and professional lives. This study investigated a number of factors that impact work-life balance. The data also show that female journalists' work-life balance affects their overall quality of life.

Weerarathna R, et al. (2022) set out to investigate characteristics that have a significant impact on the work-life balance of software engineers in Sri Lanka during WFH. As a consequence, the study finds that strong supervisor support and trust, as well as a dedicated distraction-free workplace, are excellent techniques for demarcating the boundary between work and life. The study's different findings would greatly benefit software engineers in achieving a balanced state of work and life not only during Covid-19, but also in the future. The study's findings will also assist software industry experts and policymakers in Sri Lanka and other impoverished countries in developing efficient approaches to support WFH software professionals. Additionally, considering the IT industry's significant contribution to Sri Lanka's economic growth during Covid-19, the study's results would be extremely useful in indirectly aiding IT-services-supported economic growth in Sri Lanka amid the pandemic's miseries.

The purpose of David B. Buragay (2022) is to determine the work-life balance among print writers in Qatar. Print journalism has always required a significant amount of time. This might take longer than necessary at times. This creates a barrier that makes it more difficult for journalists to combine work and personal lives while maintaining work ethics and the secrecy of their occupations while connecting with loved ones. Journalists find it difficult to carry out the processes due to Qatar's strict media rules. The verbal arguments of the study's participants yielded four issues. These are the following: (1) Managing Work Schedules, which includes the subthemes of Time Relativities and Time Managements; (2) Creating Work-Life Balance, which includes Personal Boundaries and Personal Conflicts; (3) Maintaining Intimate Relationships, which includes the subthemes of Personal Relationships and Personal Well-Being; and (4) Respecting Cultural Differences.

DATA ANALYSIS

TABLE 1 JOB UNCERTAINTY (JU)

| STATEMENTS | GENDER | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE | TOTAL |
|----------------------|--------------|----------------|--------------|--------------|--------------|-------------------|------------|
| Insecure Job Climate | Male | 80 | 131 | 41 | 20 | 0 | 272 |
| | Female | 40 | 22 | 9 | 17 | 0 | 88 |
| | Total | 120 | 153 | 50 | 37 | 0 | 360 |
| | % | 32.97 | 42.96 | 14.07 | 10.00 | 0.00 | 100 |
| Fast Work | Male | 6 | 218 | 30 | 14 | 4 | 272 |
| | Female | 13 | 59 | 15 | 1 | 0 | 88 |
| | Total | 19 | 277 | 45 | 15 | 4 | 360 |
| | % | 5.19 | 77.04 | 12.22 | 4.44 | 1.11 | 100 |
| Less Freedom | Male | 1 | 132 | 91 | 43 | 5 | 272 |
| | Female | 13 | 41 | 34 | 0 | 0 | 88 |
| | Total | 14 | 173 | 125 | 43 | 5 | 360 |
| | % | 3.70 | 48.15 | 34.44 | 12.22 | 1.48 | 100 |

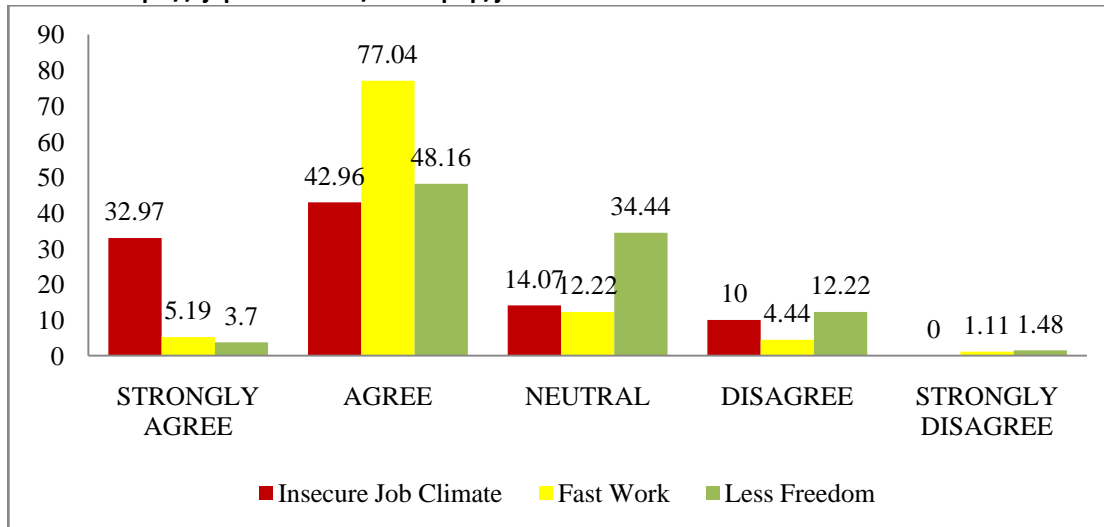


CHART 1 JOB UNCERTAINTY (JU)

The response of respondents to work uncertainty, which is a key cause to professional stress, is depicted in Chart 1. Insecure employment atmosphere, quick work, and reduced flexibility are the criteria analysed to measure the response of employees to job instability.

In the situation of unstable job climate, according to Chart 1, 120 (32.96%) of total respondents strongly agree; 153 (42.96%) agree; 50 (14.07%) indifferent; and 37 (10%) disagree. As a result, a greater proportion of employees have acknowledged that their profession has an unstable employment climate.

According to Chart 1, 19 (5.19%) of total responses highly agree; 227 (77.04%) agree; 45 (12.22%) neutral; 15 (4.44%) disagree; and 4 (1.11%) severely disagree for rapid work. As a result, the majority of employees see their profession as requiring quick work.

According to Chart 1, 14 (3.70%) of all respondents highly agree; 173 (48.15%) agree; 125 (34.44%) neutral; 43 (12.22%) disagree; and 5 (1.48%) severely disagree for less freedom. As a result, the majority of employees have stated that they have less independence at work.

As a result, it was discovered that the majority of employees firmly agreed that there is employment instability in their industry. This is the primary stressor for employees, causing them to experience professional stress.

TABLE 2 ECONOMIC HARDSHIP (EH)

| STATEMENTS | GENDER | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE | TOTAL |
|---------------------------|--------------|----------------|--------------|--------------|--------------|-------------------|------------|
| Friction | Male | 20 | 174 | 48 | 26 | 4 | 272 |
| | Female | 9 | 46 | 23 | 10 | 0 | 88 |
| | Total | 29 | 220 | 71 | 36 | 4 | 360 |
| | % | 8.15 | 61.11 | 19.63 | 10.00 | 1.11 | 100 |
| Family Pressure | Male | 29 | 187 | 30 | 24 | 2 | 272 |
| | Female | 2 | 82 | 3 | 1 | 0 | 88 |
| | Total | 31 | 269 | 33 | 25 | 2 | 360 |
| | % | 8.52 | 74.07 | 9.26 | 7.41 | 0.74 | 100 |
| Insufficient Compensation | Male | 13 | 151 | 70 | 37 | 1 | 272 |
| | Female | 0 | 53 | 34 | 1 | 0 | 88 |
| | Total | 13 | 204 | 104 | 38 | 1 | 360 |
| | % | 3.70 | 56.30 | 28.52 | 11.11 | 0.37 | 100 |

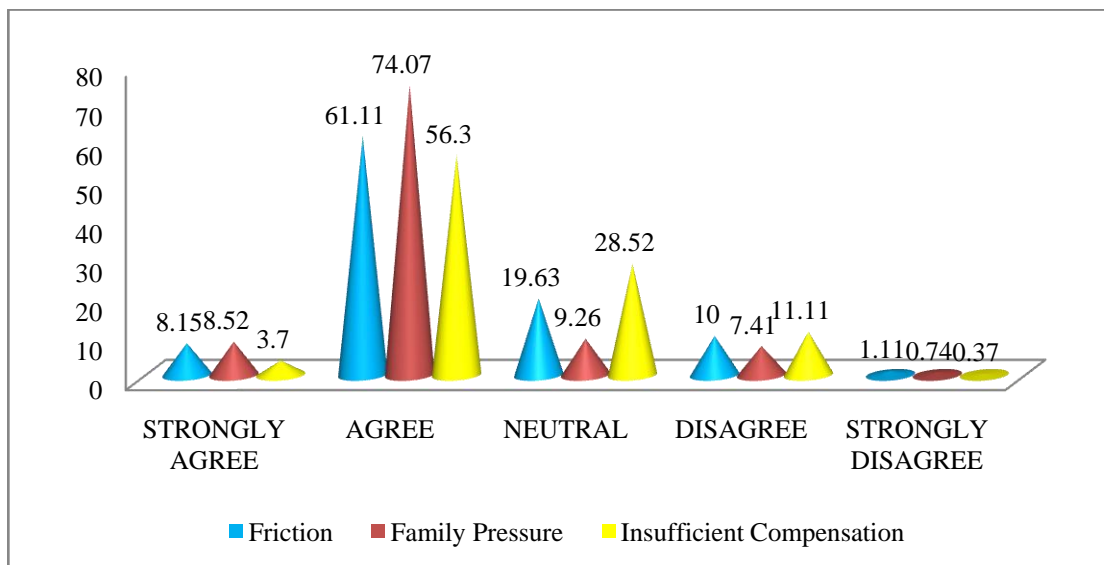


CHART 2 ECONOMIC HARDSHIP (EH)

The perspective of respondents on Economic Hardship is depicted in Chart 2, which reflects the individual's failure to meet financial demands, which contributes to the level of professional stress. Friction, Family Pressure, and Inadequate Remuneration are the factors examined to assess employees' responses to economic adversity.

In the instance of friction, according to Chart 2, 29 (8.15%) of total respondents strongly agree; 220 (61.11%) agree; 71 (19.63%) neutral; 36 (10%) disagree; and 4 (1.11%) severely disagree. As a result, the majority of employees have stated that there would be friction to reconcile work and life.

According to Chart 2, 31 (8.52%) of total respondents highly agree; 269 (74.07%) agree; 33 (9.26%) neutral; 25 (7.41%) disagree; and 2 (0.74%) strongly disagree on family pressure. As a result, the majority of employees see it as familial pressure affecting their work-life balance owing to financial difficulties.

In the situation of insufficient remuneration, according to Chart 2, 13 (3.70%) of total respondents strongly agree; 204 (56.30%) agree; 104 (28.52%) indifferent; 38 (11.11%) disagree; and 1 (0.37%) severely disagree. As a result, a huge number of employees have stated that their pay is insufficient since they are not compensated based on their abilities. This has resulted in an unbalanced work life.

As a result, the majority of employees think that economic difficulty has caused professional stress for them. It is caused by conflict, familial pressure, and, most importantly, insufficient pay.

TABLE 3 PHYSICAL SYMPTOMS (PHS)

| STATEMENTS | GENDER | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE | TOTAL |
|-------------------------|--------------|----------------|--------------|--------------|--------------|-------------------|------------|
| Fatigue | Male | 5 | 217 | 24 | 26 | 0 | 272 |
| | Female | 24 | 63 | 0 | 1 | 0 | 88 |
| | Total | 29 | 280 | 24 | 27 | 0 | 360 |
| | % | 7.41 | 77.78 | 7.04 | 7.78 | 0 | 100 |
| Headaches | Male | 8 | 188 | 64 | 11 | 1 | 272 |
| | Female | 15 | 46 | 26 | 1 | 0 | 88 |
| | Total | 23 | 234 | 90 | 12 | 1 | 360 |
| | % | 5.93 | 65.19 | 24.81 | 3.70 | 0.37 | 100 |
| Sleeping Difficulties | Male | 17 | 135 | 80 | 34 | 6 | 272 |
| | Female | 15 | 42 | 19 | 12 | 0 | 88 |
| | Total | 32 | 177 | 99 | 46 | 6 | 360 |
| | % | 8.52 | 49.26 | 27.78 | 12.59 | 1.85 | 100 |
| Gastrointestinal Upsets | Male | 43 | 132 | 31 | 56 | 10 | 272 |
| | Female | 32 | 38 | 15 | 3 | 0 | 88 |
| | Total | 75 | 170 | 46 | 59 | 10 | 360 |
| | % | 20.37 | 47.41 | 12.59 | 16.67 | 2.96 | 100 |

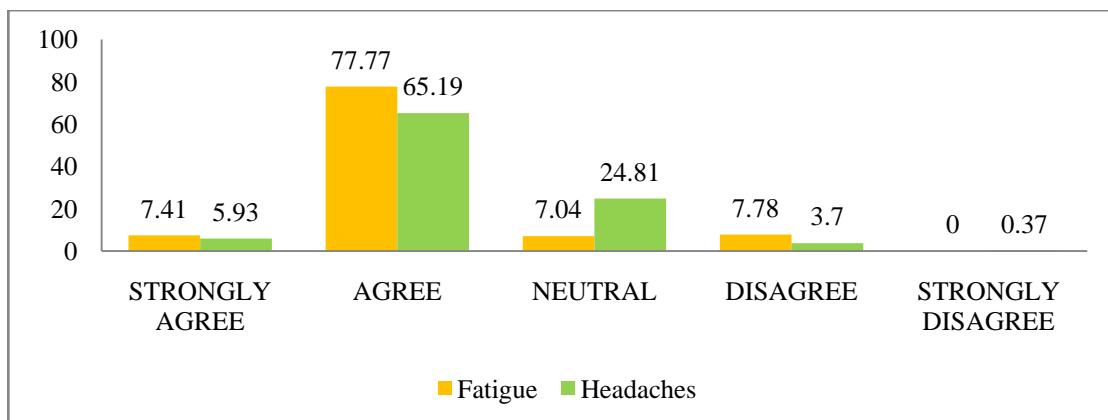


CHART 3 PHYSICAL SYMPTOMS (PHS)

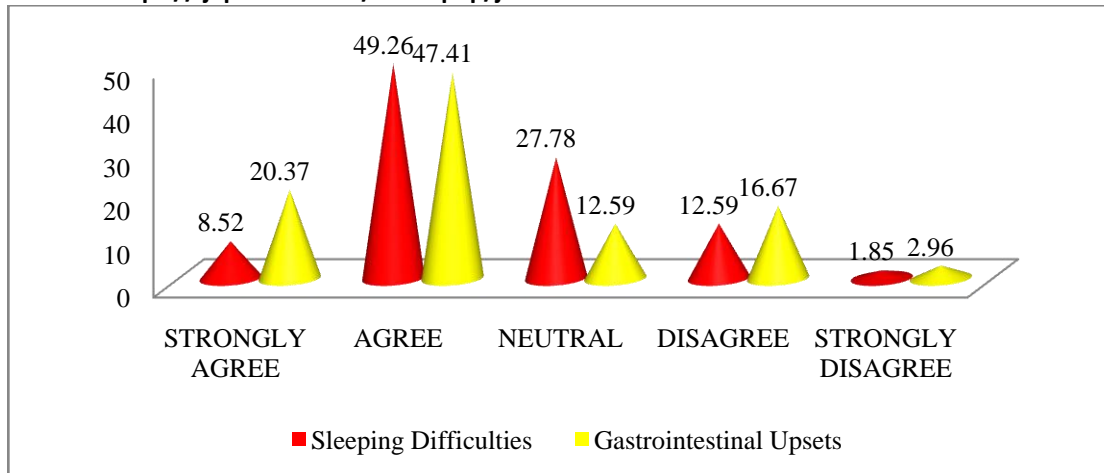


CHART 3a PHYSICAL SYMPTOMS (PHS)

The charts 3 and 3a show respondents' responses to physical symptoms that cause employees stress. Fatigue, headaches, sleeping difficulties (insomnia), and gastrointestinal issues are among the reasons being investigated (diarrhea or constipation). According to Chart 3, 29 (7.41%) of total respondents strongly agree; 280 (77.77%) agree; 24 (7.04%) indifferent; and 27 (7.78%) disagree about weariness. As a result, practically every journalist stated that they experience stress as a result of weariness at work. In the instance of headaches, Chart 3 shows that 23 (5.93%) of total respondents strongly agree; 234 (65.19%) agree. With headaches, 90 (24.81%) are indifferent; 12 (3.70%) disagree; and 1 (0.37%) severely disagree. As a result, it is believed that the majority of employees suffer from headaches as a result of their professional responsibilities. It causes tension. In the case of sleeping issues, Chart 3a shows that 32 (8.52%) of total respondents strongly agree; 177 (49.26%) agree; 99 (27.78%) neutral; 46 (12.59%) disagree; and 6 (1.85%) severely disagree. As a result, it has been noticed that the majority of employees experience sleeping issues, which cause them stress. In the event of gastrointestinal problems, Chart 3a shows that 75 (20.37%) of total respondents strongly agree; In terms of gastrointestinal problems, 170 (47.41%) agree; 46 (12.59%) are indifferent; 59 (16.67%) disagree; and 10 (2.96%) severely disagree. As a result, it is clear that the majority of employees suffer from gastrointestinal disturbances as a result of bad dietary behaviours inherent in their employment. This has given them anxiety. As a result of the nature of their jobs, most employees experience weariness, headaches, sleeping difficulties, and gastrointestinal issues, which leads to stress among employees.

TABLE 4 PSYCHOLOGICAL SYMPTOMS (PSS)

| STATEMENTS | GENDER | TRONGLY AGREE | AGREE | NEUTRAL | DISAGRE E | STRONGLY DISAGREE | TOTAL |
|----------------|--------------|---------------|--------------|--------------|--------------|-------------------|------------|
| Depression | Male | 26 | 140 | 78 | 20 | 8 | 272 |
| | Female | 15 | 46 | 25 | 1 | 1 | 88 |
| | Total | 41 | 186 | 103 | 21 | 9 | 360 |
| | % | 11.11 | 51.48 | 28.52 | 6.30 | 2.59 | 100 |
| Anxiety | Male | 12 | 196 | 27 | 36 | 1 | 272 |
| | Female | 6 | 71 | 10 | 1 | 0 | 88 |
| | Total | 18 | 267 | 37 | 37 | 1 | 360 |
| | % | 4.81 | 73.70 | 10.37 | 10.74 | 0.38 | 100 |
| Discouragement | Male | 9 | 192 | 27 | 39 | 5 | 272 |
| | Female | 6 | 70 | 9 | 3 | 0 | 88 |
| | Total | 15 | 262 | 36 | 42 | 5 | 360 |
| | % | 4.08 | 72.59 | 10.00 | 11.85 | 1.48 | 100 |

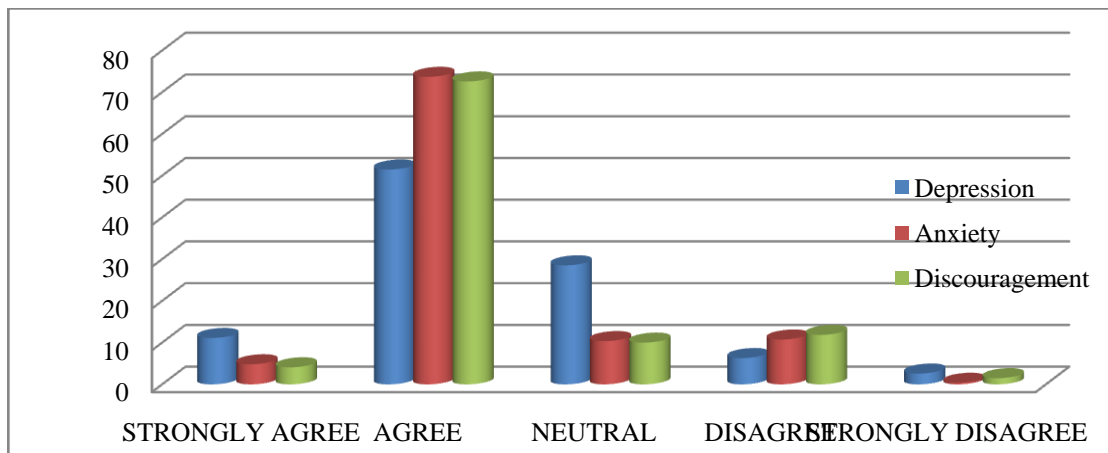


CHART 4 PSYCHOLOGICAL SYMPTOMS (PSS)

The respondents' perspectives on psychological disorders that stress employees are depicted in Chart 4. Depression, anxiety, and discouragement are the factors assessed. According to Chart 4, 41 (11.11%) of total respondents highly agree; 186 (51.48%) agree; 103 (28.52%) neutral; 21 (6.30%) disagree; and 9 (2.59%) strongly disagree for depression. As a result, the majority of employees acknowledged that they suffer from depression as a result of their stressful jobs. According to Chart 4, 18 (4.81%) of total respondents highly agree; 267 (73.70%) agree; 37 (10.37%) neutral; 37 (10.74%) disagree; and 1 (0.38%) severely disagree on anxiety. As a result, the majority of employees experienced anxiety as a result of work stress. According to Chart 4, 15 (4.08%) of total respondents strongly agree; 262 (72.59%) agree; 36 (10%) neutral; 42 (11.85%) disagree; and 5 (1.48%) strongly disagree for discouragement. As a result, most employees feel that workplace discouragement has caused professional stress. As a result, it has been shown that the majority of employees believe that their employment causes psychological symptoms such as despair, anxiety, and discouragement. Employees have experienced professional stress as a result of such psychological issues.

TABLE 5 BEHAVIOURAL SYMPTOMS (BS)

| STATEMENTS | GENDER | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE | TOTAL |
|------------------------------|--------------|----------------|--------------|--------------|--------------|-------------------|------------|
| Aggression | Male | 5 | 178 | 43 | 45 | 1 | 272 |
| | Female | 15 | 39 | 25 | 9 | 0 | 88 |
| | Total | 14 | 164 | 50 | 41 | 1 | 360 |
| | % | 5.19 | 60.74 | 18.52 | 15.19 | 0.36 | 100 |
| Mood Swings and Irritability | Male | 23 | 166 | 66 | 17 | 0 | 272 |
| | Female | 21 | 48 | 10 | 9 | 0 | 88 |
| | Total | 44 | 214 | 76 | 26 | 0 | 360 |
| | % | 11.85 | 59.63 | 21.48 | 7.04 | 0 | 100 |
| A Drop in Work Performance | Male | 2 | 157 | 44 | 65 | 4 | 272 |
| | Female | 13 | 38 | 25 | 12 | 0 | 88 |
| | Total | 15 | 195 | 69 | 77 | 4 | 360 |
| | % | 4.07 | 54.44 | 18.89 | 21.48 | 1.12 | 100 |
| Disinterest | Male | 8 | 127 | 30 | 105 | 2 | 272 |
| | Female | 22 | 54 | 2 | 10 | 0 | 88 |
| | Total | 30 | 181 | 32 | 115 | 2 | 360 |
| | % | 7.78 | 50.00 | 8.89 | 32.59 | 0.74 | 100 |
| Isolation | Male | 23 | 102 | 79 | 60 | 8 | 272 |
| | Female | 19 | 43 | 16 | 10 | 0 | 88 |
| | Total | 42 | 145 | 95 | 70 | 8 | 360 |
| | % | 11.48 | 40.00 | 26.67 | 19.63 | 2.22 | 100 |

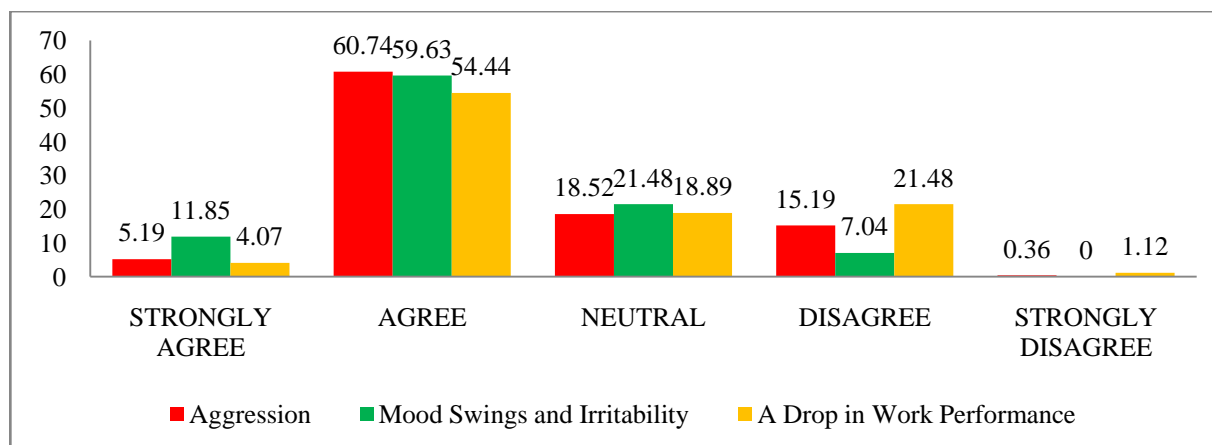


CHART 5 BEHAVIOURAL SYMPTOMS (BS)

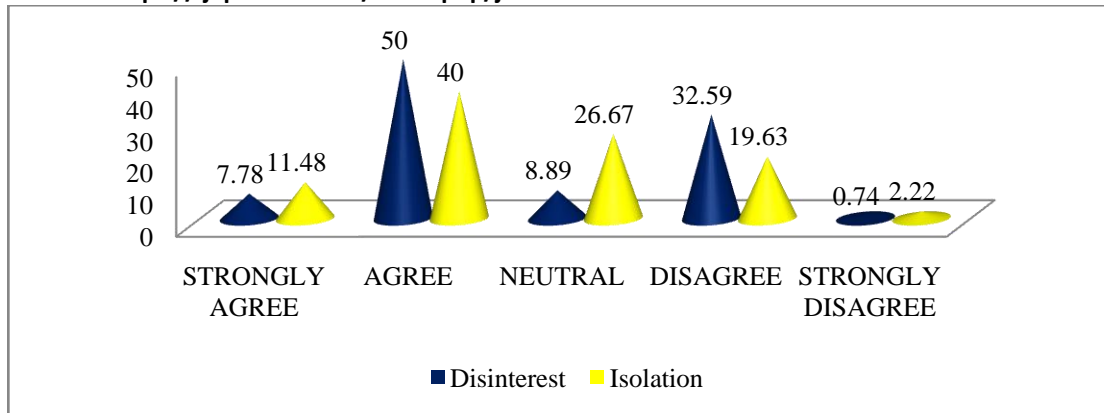


CHART 5A BEHAVIOURAL SYMPTOMS (BS)

The charts 5 and 5a show respondents' observations of the behavioural signs of employees that cause them stress. The factors hostility, mood swings and irritation, a decline in job performance, indifference, and isolation are used to assess employees' behavioural symptoms. According to Chart 5, 20 (5.19%) of total responses highly agree; 217 (60.74%) agree; 68 (18.52%) neutral; 54 (15.19%) disagree; and 1 (0.36%) severely disagree for violence. As a result, the majority of employees are aggressive in their profession, which causes stress for them. In the instance of mood swings and irritability, Chart 5 shows that 32 (11.85%) of total respondents strongly agree; 161 (59.63%) agree; 58 (21.48%) indifferent; and 26 (7.04%) disagree. As a result, it is believed that most employees experience mood swings and irritation as a result of their employment, which causes stress for them. In the event of a reduction in work performance, the chart 5 shows that 15 (4.07%) of total respondents strongly agree; 195 (54.44%) agree; 69 (18.89%) neutral; 77 (21.48%) disagree; and 4 (1.12%) severely disagree. As a result, the majority of employees believe that a reduction in their job performance has caused them professional stress. According to Chart 5a, 30 (7.78%) of all respondents strongly agree; 181 (50%) agree; 32 (8.89%) neutral; 115 (32.59%) disagree; and 2 (0.74%) severely disagree regarding indifference. As a result, average employees have shown apathy in their jobs. According to Chart 5a, 42 (11.48%) of total respondents strongly agree; 145 (40%) agree; 95 (26.67%) neutral; 70 (19.63%) disagree; and 8 (2.22%) strongly disagree about isolation. As a result, it is seen that less than average employees report that separation from work causes stress. As a result, the majority of employees reported experiencing behavioural problems as a result of their job. The effects of stress on employees are evaluated using the variables hostility, mood swings and irritability, a decline in work performance, indifference, and isolation.

CONCLUSIONS

The majority of respondents strongly agreed that employment uncertainty exists in the media business. Insecure employment atmosphere (75%), rapid work (82%), and reduced independence (52%), have all contributed to professional stress. As compared to others, the mean value of greater than 3 in all categories was high in an uncertain employment climate. Both males and females expressed the similar level of comfort with an unstable job atmosphere, which was followed by other criteria. It is statistically significant for quick work and less flexibility, but not for unstable job climate. The majority of respondents reported economic difficulties as a result of their profession, which has caused them stress. The majority of respondents have admitted to having

physical symptoms that cause them stress. The majority of respondents believed that there is a high level of psychological symptom that causes stress. The majority of respondents strongly felt that behavioral symptoms are caused by their work.

REFERENCES

1. Visotskaya, N., et al.(2015), Studies on University Professors' Emotional Burnout. *Procedia-Social and Behavioral Sciences*, 214, p.769-778.
2. Yaacob, M., et al. (2015), Role of occupational stress on job satisfaction. *Mediterranean Journal of Social Sciences*, 6(2 S1), p.81.
3. Dhankar, S. (2015), Occupational stress in banking sector. *International Journal of Applied Research*; 1(8): p.132-135.
4. KDV Prasad et. al., (2016) Social Support And Coping Strategies As Predictors of Occupational Stress And Performance Among CBSE Affiliated School Teachers In Hyderabad: A Multinomial logistic Regression Approach. *International Journal for Recent Science Research*, Vol. 7(10), p.13978-13986.
5. Malik, et al. (2017), Factors Associated with Occupational Stress among University Teachers in Pakistan and Finland. *Journal of Educational, Health and Community Psychology*, 6(2), p.1-14.
6. Tribhuvan S (2017), Job Satisfaction and Occupational Stress among Permanent and Temporary School Teachers, *International Journal of Indian Psychology*, Volume 4, Issue 2, No. 95, ISSN:2348-5396 (e), ISSN:2349-3429 (p), p.83-88.
7. Doss, et al. (2018), A Comparative Study to Determine the Occupational Stress Level and Professional Burnout in Special School Teachers Working in Private and Government Schools. *Global Journal of Health Science*, 10(3), p. 42.
8. K P Aravinda Kumar & Dr.R G Priyadarshini(2018). Study to Measure the Impact of Social Media usage on Work-Life Balance, *Journal of Materials Science and Engineering*, 6(4),19-26. 66
9. Kumar, et al. (2018). Work Life Balance: Empirical study on female Journalists in Media Industry. *IOSR Journal of Business and Management (IOSR- JBM)*, e-ISSN: 2278- 487 X, p- ISSN: 2319-7668. Volume 20. Issue .8, Aug 2018, pp. 11-19.
10. A. K. Pathak, et al. (2019). Work Life Balance & Job Satisfaction: A Literature Review. *JCSE International Journal of Computer Sciences and Engineering*, e-ISSN: 2347-2693 Volume 7. Issue.3, Feb 2019, pp 182-187.
11. Gargi Chaudhary and Dr. Ashok Kumar (2021) "Study of Work-Life Balance of Women Journalists in Print Media Industry", *Technoarete Transactions on Advances in Social Sciences and Humanities*, Vol-1, Issue-2, December 2021.
12. Weerarathna R, et al. (2022) Towards work-life balance or away? The impact of work from home factors on work-life balance among software engineers during Covid-19 pandemic. *PLOS ONE* 17(12): e0277931.
13. Dave B. Buragay (2022) "The Journalists' Path: Understanding the Work Life Balance of Media Practitioners in the State of Qatar, A Phenomenology", 2022 *IJCRT* Volume 10, Issue 1 January 2022 ISSN: 2320-2882.