



## JOURNALISTS' JOB SATISFACTION IN KHULNA DISTRICT OF BANGLADESH

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### Abstract

Job contentment is one of the essential aspects for the journalists to assess the impact of work. Satisfaction in the workplace helps them do work properly; inspire them to perform much more generic work for the news house. This research is all about exploring the nature of job satisfaction of the local newspaper journalists of Khulna District. A total of 70 local newspaper journalists were purposely selected to carry out the study through questionnaire-based surveys. From the analysis, more than half of them have come to this profession, considering journalism as a prestigious one. However, the research reveals that the maximum local newspaper houses don't follow the wage board perfectly. A large portion of the journalists don't think that they have much job security in Bangladesh. If they are given proper facilities, they should come in this noble profession.

**Keywords:** Job satisfaction, regional newspaper, local journalists, workplace, Khulna

### Introduction

Whether or not democratic or authoritarian, journalism's significance in any state is a well-documented fact. Journalism is pervasive as it cuts across our societal fabrics. To use Wahl-Jorgensen and Hanitzsch (2009) words, journalism is "one of the most vital social, cultural, and political institutions" in society (p. 3). McNair (1998) has described journalism as the "pre-eminent cultural shape of our era" (p. 25). Thus, the influential role of journalism in society has resulted in a developing physique of lookup on journalists round the world. Although many journalism scholars (Beam, et al., 2006; Weaver, et al., 1997; Weaver, et al., 1991) have explored numerous variables associated to the exercise of journalism in one of a kind countries, this find out about especially investigates how tons the local newspaper journalists of Khulna District are comfy with their jobs. It additionally examines elements that predict job pride amongst the people of the newspaper house.

Vroom in his definition on job delight focuses on the role of the worker in the workplace. Thus he defines job pride as affective orientations on the section of folks toward work roles which they are presently occupying (Vroom, 1964). Hoppock described job delight as any combination of psychological, physiological and environmental circumstances that purpose a character unquestionably to say I am satisfied with my job (Hoppock, 1935). According to this method even though job satisfaction is below the have an impact on of

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many external factors, it stays something internal that has to do with the way how the employee feels. That is job satisfaction gives a set of factors that cause a feeling of satisfaction the importance of job pride specifically emerges to floor if had in thinking the many negative consequences of job dissatisfaction such a lack of loyalty, increased absenteeism, increase wide variety of accidents etc. Spector (1997) lists three important elements of job satisfaction. First, groups have to be guided by human values. Such companies will be oriented in the direction of treating employees fairly and with respect.

In such instances the assessment of job pleasure may also serve as a top indicator of worker effectiveness. High tiers of job delight can also be sign of a proper emotional and mental kingdom of employees. Second, the behavior of workers relying on their level of job satisfaction will affect the functioning and things to do of the organization's business. From this it can be concluded that job pride will end result in nice behavior and vice versa, dissatisfaction from the work will result in negative behavior of employees. Third, job satisfaction may additionally serve as indications of organizational activities. Through job delight comparison different levels of pleasure in different organizational devices can be defined, however in turn can serve as a precise indication regarding in which organizational unit adjustments that ought increase performance to be made. For any sort of job, delight, trust, loyalty and other matters help in growing productivity in the workplace.

Tietjen and Myers (1998) said, "Satisfaction creates confidence, loyalty and in the end improves pleasantness in the output of the employed" (p. 226-231). That means job happiness brings enthusiasm among workforces of different Institutes and also increases their powers. It generally means the recognition of their works. Job satisfaction is directly related to the organization's productivity and personal well-being. Therefore, the management and scholars worldwide are interested in research on job satisfaction. In the 1960s and 1970s, research on job satisfaction at the national and professional level began. The first research conducted in 1971 over the professional satisfaction of US journalists using social survey methods on a large scale was the study of follow-up research conducted by Johnstone, Slawski and Bowman(1976) and the last research was conducted in 2019 by Weaver et al (2019) (p.101-130).

In the 21<sup>st</sup> century, the emerging trends of journalism have created many new opportunities in Bangladesh. With the increasing opportunities, the diversity has also been found with the increased numbers of media. In this condition job satisfaction comes to the journalists as a question. Again, there is a kind of negative opinion about professional satisfaction among all types of media journalists. The journalists working at different newspaper houses are facing more problems and get less opportunity in the present time. This scenario is worth mentioning for the local newspaper journalists. Understanding their job satisfaction is important because it might influence their attitude and behaviors in their daily performance. There is compelling evidence (Brownlee and Beam, 2012; Chan, et al., 2004; Deprez & Raeymaeckers, 2012) that job satisfaction is one of the most researched variables in the practice of journalism. Willnat, et al. (2013) have noted that job pleasure is a sizeable signal of working circumstances and perceived autonomy among journalists in quite a number countries; even though numerous lookup on job delight and its forecasters have been frequent (Lederbogen, 1992; Weaver, et al., 1991; Weischenberg, et al., 2012).

There are both Bangla and English newspaper houses in Khulna city. The study area covers eleven (11) local newspaper houses of Khulna District includes The Daily Purbanchal, The Daily Somoyer Khobor, Dakhinanchal Protidin, The Daily Probaha, Pathoker Potrika, Daily Prabartan, The Daily Tathya, Daily Khulna Times, The Daily Ajker Tathaya, Daily DeshSongjog and The Daily Jonmovumi (Department of Films and Publications, 2021).

A study Deprez and Raeymaeckers (2012) of Flemish journalists discovered news human beings were fairly satisfied with their job. Their job pleasure used to be related to contract type and job autonomy. Hao, et al. (2012) surveyed 930 Singaporean journalists. They discovered the majority of journalists comfortable with their job, with nearly thirteen percent feeling very comfy and sixty four percent of respondents feeling pretty satisfied. The researchers stated that job delight correlated with age, income, and autonomy. And the Russian

lookup (Pasti et al., 2012) including 620 respondents located the self-sufficiency in news preference expected job happiness. Chinese journalists additionally derive their job pride from job autonomy (Chan et al., 2004).

Hanitzsch and Hidayat (2012) studied a relatively excessive degree of job contentment amongst Indonesian reporters. Surveying 385 journalists in 2001, they found that 22.6% of respondents had been very satisfied, 54.4% satisfied, 21.8% dissatisfied. Pay and job security accounted for job satisfaction. Farias et al. (2012) surveyed 1,000 Spanish journalists in 2009, and discovered that job protection correlated with job satisfaction. Their study highlighted a growing conviction that job safety was once a deep seated problem affecting the working stipulations of Spanish journalists. Kirat, et al.(2012) surveyed 2,000 United Arab Emirates journalists and found that job autonomy determined job satisfaction.

Ileri (2016), a Kenya nationwide find out about journalists shown in 2012 to 2013 examines job happiness, profits fulfillment, and predictors of job gratification. Findings point out that, large majority of journalists are satisfied with their modern-day jobs (83%). However, a clear majority (61.8%) are disenchanted with their month-to-month incomes. Nearly, a quarter of journalists fall in the month-to-month profits bracket of US\$375 to US\$625. Compared by gender, male and lady journalists are equally at ease with their jobs. Mature journalists, broadcasting journalists, excessive profits earners, and everlasting journalists pronounced higher job satisfaction. Salary, job safety, and work independence were the key analysts of job gratification.

Fedler (2004), found that traditionally newspaper journalists have blamed 9 sources of stress: their reputations and the reputations' consequences, the need to sacrifice and compromise ideals, the work's bodily and mental demands, lengthy and irregular hours, the occupation's low salary, opposition for jobs and stories, job insecurity, witnessing disasters and poor treatment through editors. Because of these factors, journalism has been described as a profession for the young. In 1889, Julian Ralph of the New York Sun stated that journalism was once excellent desirable for those ages 21 to 30 years historical due to the fact their bodies should manage the lack of sleep, irregular meals and plenty of stress (Fedler, 2004). Fedler (2004) also observed that after about six years in the business, the stress started out to have an effect on journalists' personal and expert lives. This stress can contribute to burnout and turnover.

Those who studied journalism or mass communications in college discovered extra pleasure working in media than working outdoors of media, (Defluer, 1992) and a reporter for the Tampa Tribune reports that most of her friends who took buyouts or left the industry want they had stayed in journalism because it offers greater satisfaction (Macy, 2009).It is often puzzling to newspaper journalism veterans why inexperienced persons are so eager to jump on to what they see as a "sinking ship" (Macy, 2009, p. 43). Journalism is often viewed as a seductive career due to the fact of the thrilling pace, chance to strive new matters and visit new places, meet well-known humans and two days are never alike (Fedler, 2004).Reinardy's 2009 lookup confirms the motivation-hygiene principle inside journalism in that the lack of motivators does not lead to dissatisfaction, simply any satisfaction. The biggest tie to job satisfaction for newspaper journalists is the professionalism of the newspaper the quality of the journalism produced (Reinardy, 2011)

There are more dispositions for altering the place of business in televisions and radios. The above literature overview shows that journalists enjoy various job pleasures relying on the prevailing work stipulations in their countries. The literature also demonstrates that job autonomy, job security, and income are the primary predictors of job satisfaction across nations. However, there are notable instances where different factors predict job satisfaction—for example, contract type in Belgium, age in Singapore and Russia, and training in Taiwan. The present findings will look at the level of job satisfaction with an exclusive predictor amongst the neighborhood journalists of Khulna District.

In Bangladesh, there are some researchers who have found the job satisfaction of the national level journalists who work on different news media. But very few research has been conducted in the near past to measure professional or job satisfaction of our country's local newspaper journalists. But since the main objective of journalism is to serve the people and the local journalists play the primary role in providing public

service through publishing news on different local issues to make local people know about the news happening to them (making the local people know about the real and authentic information), the performance done by them have to be satisfactory. It is advisable to be relevant to the recital of journalists and in this case it is necessary to maintain an acceptable job satisfaction level for them. This research work is over the local newspaper journalists of Khulna District and it can be the small step of and also will help in recovering the gap in measuring the job satisfaction of overall country's journalists working in different sectors.

Three research questions i.e. the degree of job satisfaction among journalists who work for local newspapers; its determinant factors, and possible remedies to improve the situation were set to satisfy the study objectives - the reasons of choosing their profession, exploring the nature of job satisfaction among them through identifying the determinant factors of it.

### **Materials and Methods**

This study was both descriptive and explanatory in nature. It was conducted from September to December of 2019. Based on internet information ([www.banglaesh.govt.bd](http://www.banglaesh.govt.bd)), 11 newspaper houses were found in study areas in which about 200 to 220 journalists were working. Among them the researcher purposely selected 70 journalists for conducting this study. There were 13 local daily newspapers published from this district. Survey research methods had been adopted to collect data following both structured and unstructured questionnaires. A pilot study was carried out on nine respondents by five data collectors. After editing some questions, the questionnaire was finalized and data collection was continued for three months. A telephone-based consent was taken from every respondent and they took 20 more minutes to fill up the questionnaire. When there arose any problem in understanding any issues, data collectors made them easy. After the completion of data collection, data were coded and edited and then processed in SPSS. These processed data were computerized to analyze and interpret the study outcome.

### ***Theoretical framework***

The most common and prominent theories in this area, includes Maslow's needs hierarchy theory and Herzberg motivation-hygiene theory. Abraham H. Maslow's (1970) hierarchy of needs was developed to explain human motivation in general. However, its main tenants are applicable to the work setting, and have been used to explain job satisfaction. Within an organization, financial compensation and healthcare are some of the benefits which help an employee meet their basic physiological needs. Safety needs can manifest itself through employees feeling physically safe in their work environment, as well as job security and/ or having suitable company structures and policies. When this is satisfied, the employees can focus on feeling as though they belong to the workplace. This can come in the form of positive relationships with colleagues and supervisors in the workplace, and whether or not they feel they are a part of their team organization. Once satisfied, the employee will seek to feel as though they are valued and appreciated by their colleagues and their organization. The final step is where the employee seeks to self-actualize; where they need to grow and develop in order to become everything they are capable of becoming. Although it could be seen as separate, the progressions from one step to the next all contribute to the process of self-actualization.

Therefore, organizations looking to improve employee job satisfaction should attempt to meet the basic needs of employees before progressing to address higher-order needs. However, more recently this approach is becoming less popular as it fails to consider the cognitive process of the employee and, in general, lacks empirical supporting evidence. Frederick Herzberg's (1959) motivation-hygiene theory indicated that job satisfaction and dissatisfaction are treated as a separate entities influenced by intrinsic and extrinsic factors. The motivators or intrinsic factors are achievement, recognition, work itself, responsibility, advancement, and growth. The hygiene or extrinsic factors that can lead to job dissatisfaction include company policy and administration, supervision, relationship with supervisor, working conditions, salary, and relationships with peers, personal life, and relationships with subordinates, status, and security. In his two factor theory, Herzberg

advanced Maslow's main physiologic and self-realization theory. According to Herzberg (1966), the opposite of job satisfaction is not job dissatisfaction but rather, no job satisfaction. And similarly, the opposite of job dissatisfaction is not job satisfaction, but no job dissatisfaction. It is to mean that the absence of one doesn't imply the existence of the other.

These two theories are closely connected with job satisfaction and this research work is also on the job satisfaction of the local journalists. Maslow's (1970) hierarchy of needs theory mainly explain human motivation, some benefits and also needs of employee and the impact of satisfaction such as positive relationships with colleagues and supervisors in the workplace, and whether or not they feel they are a part of their team organization and it's related to this research work. The second theory which is Herzberg (1959) motivation-hygiene theory focuses on hygiene or extrinsic factors that can lead to job dissatisfaction include company policy and administration, supervision, relationship with supervisor, working conditions, salary, and relationships with peers, personal life, and relationships with subordinates, status, and security which are also connected with the main factors of measuring job satisfaction in this research. By this, these two theories are closely connected with this research work.

## Results

Table 1 describes that 91.4 percent of journalists were male whereas only 8.6 percent were female and most of them (60 percent) were 25-40 aged. From the educational qualification of the respondents, it is seen that 42.9 and 35.7 percent have completed their Honors and master's degree respectively.

Table 1. Basic information of the respondents by percentage distribution

Variables	N (%)
<b>Gender</b>	
Male	64 (91.4)
Females	06 (8.6)
<b>Age (years)</b>	
< 25	03 (4.3)
25-40	42 (60)
41-50	14 (20)
>51	11 (15.7)
<b>Qualifications</b>	
Master	25 (35.7)
Honors	30 (42.9)
Below Honors	15 (21.4)
<b>Home District of the Respondents</b>	
Khulna	51 (72.9)
Bagerhat	05 (7.1)
Satkhira	04 (5.7)
Jashore	03 (4.3)
Gopalganj	05 (7.1)
Magura	02 (2.9)

From Table 2 it is seen that 54.3 percent respondents came to this profession considering it as a noble one though 37.1 percent were followed by their personal attraction. While 88.6 percent journalists were to do their work from 1 to 10 hours a day. In the case of professionalism, 55.8 percent of journalists had been working for more than 10 years.

Table 3 indicates that 64.7 percent journalists were selected through scrutiny and examination. 64.3 percent journalists considered their working place as a comfortable one though they mentioned their office prevailing in some problems like space crisis (18.6%), lack of managerial flaw (28.6%), lack of necessary equipment (21.4%) and job insecurity (31.4%). Those who were more reliable (27.1%) were to perform extra work.

Table 2. Choice of profession and its aspects

<b>Variables</b>	<b>N (%)</b>
<b>Priority in choosing this Profession</b>	
Personal will	26 (37.1)
Getting no other alternative job	04 (5.7)
Family desire	02 (2.9)
Thinking as a noble profession	38 (54.3)
<b>Working hours a day</b>	
<5	48 (68.6)
6 to 10	14 (20.0)
11 to 15	5 (7.1)
>15	3 (4.3)
<b>Years in Journalism Profession</b>	
<5	19 (27.1)
6 to 10	12 (17.1)
10 to 15	18 (25.7)
>15	21 (30.1)

Table 3. Office environment of the respondents

<b>Variables</b>	<b>N (%)</b>
<b>Recruiting systems</b>	
Through examination and scrutiny	44 (64.7)
Reference of the owners	4 (5.9)
References of political leaders	3 (4.4)
By the choice of editors or supervisors	16 (23.5)
Others	1 (1.5)
<b>Office environment as a workplace</b>	
Satisfactory	45 (64.3)
unsatisfactory in some cases	10 (14.3)
Fairly	15 (21.4)
<b>Opinion regarding office environment</b>	
Space crisis	13 (18.6)
Managerial flaw	20 (28.6)
Lack of necessary equipment	15 (21.4)
Job insecurity	22 (31.4)
<b>Lack of modern equipment</b>	
Yes	28 (40.0)
No	42 (60.0)
<b>Reason behind doing extra work</b>	
Experienced	15 (21.4)
Lack of discipline in distributing assignments	7 (10.0)
Reliability	19 (27.1)

Lack of manpower	15 (21.4)
Enjoyable	7 (10.0)
Only experienced person in a bit	5 (7.1)
Enforcement	2 (2.9)

Table 4 portrays that 65.7 percent of journalists' monthly income was one to ten thousand only and they were not satisfied with their salary. They (35.7%) opined that it had been difficult to meet up the life expenses with that poor salary even 24.3 percent respondents did not get their salary in time. Best performance (60%) was considered as the highest priority for salary increase whereas good performances (64.2%) were enumerated for their promotion.

Table 4. Economic issues of the journalists

Variables	N (%)
<b>Monthly income (in taka)</b>	
Less than 5,000	21 (30.0)
6,000 to 10,000	25 (35.7)
11,000 to 15,000	6 (8.6)
16,000 to 20,000	6 (8.6)
21,000 to 25,000	5 (7.1)
Above 25,000	7 (10.0)
<b>Satisfied with current salary</b>	
Yes	24 (34.3)
No	46 (65.7)
<b>Opinion about the current salary</b>	
Suitable for conducting life expenses	7 (10.0)
Difficult for life expenses	25 (35.7)
Not good at all	5 (7.1)
Less than the quality	19 (27.1)
Good	9 (12.9)
Very good	5 (7.1)
<b>Getting salary in time</b>	
Yes	53 (75.7)
No	17 (24.3)
<b>Factors considered regarding salary increase</b>	
Best Performance	42 (60.0)
Good management	12 (17.1)
Choice of editor	16 (22.9)
<b>Factors considered for Promotion</b>	
Good Performance	45 (64.2)
Choice of management board	16 (22.9)
Choice of editor or supervisor	9 (12.9)

Table 5 shows that there was a system of rewarding (62.9%) related to their satisfaction but much senior junior salary disparity (41.4%) was observed and regulation of the wage board was not followed at all (47.2%). 70 percent of respondents had changed their news house due to job insecurity (28.6). One of the dissatisfactions was marked by their provision of time with family (55.9%).

Table 5. Factors associated with journalists' satisfaction/dissatisfaction

Variables	N (%)
<b>Rewarding</b>	
Yes	44 (62.9)
No	26 (37.1)
<b>Opinion on senior-junior salary disparity</b>	
The Disparity is much	29 (41.4)
Considering normal	17 (24.3)
No disparity seen	24 (34.3)
<b>Regulation of wage board</b>	
Follows perfectly	15 (21.4)
Partly follows	22 (31.4)
Does not follow at all	33 (47.2)
<b>Change of News House</b>	
Yes	49 (70.0)
No	21 (30.0)
<b>Given enough time to family</b>	
Yes	32 (44.1)
No	38 (55.9)
<b>Reasons behind changing news house</b>	
For higher salaries	11 (15.7)
Job insecurity	20 (28.6)
Bad behave of the management	7 (10.0)
Much workloads	11 (15.7)
Salaries were paid irregularly	9 (12.9)
Bad behavior of the supervisor	12 (17.1)
<b>Trends of Changing the Current Workplace</b>	
Yes	39 (55.7)
No	31 (44.3)

Christen, Iyer and Soberman (2006), provide a model of job satisfaction presented in Figure, 1, in which the following elements are included: Job related factors, Role perceptions, Job performance and Firm performance.

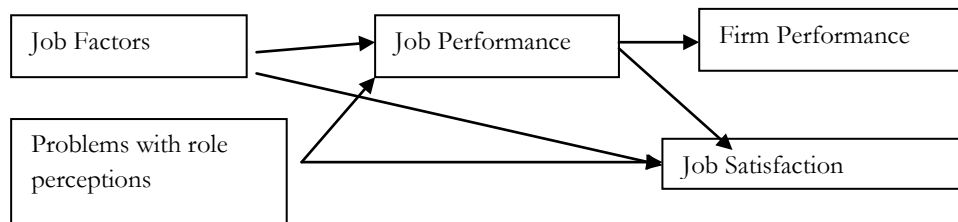


Figure 1. Christen, Iyer and Soberman model of job satisfaction (Christen *et al.*, 2006)



Lawler and Porter (1967) give their model of job satisfaction which unlike the previous model places a special importance on the impact of rewards on job satisfaction, Figure 2.

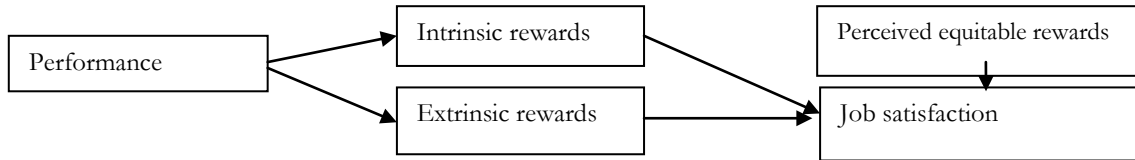


Figure 2. Lawler's and Porter's model of job satisfaction (Lawler and Porter, 1967)

According to this model the intrinsic and extrinsic rewards are not directly connected with job satisfaction, because of the employee's perceptions regarding the deserved level of pay. Locke and Latham (1990) provide a somewhat different model of job satisfaction. They proceed from the assumption that the objectives set at the highest level and high expectations for success in work provides achievement and success in performing tasks. Success is analyzed as a factor that creates job satisfaction. This model is presented in Figure 3.

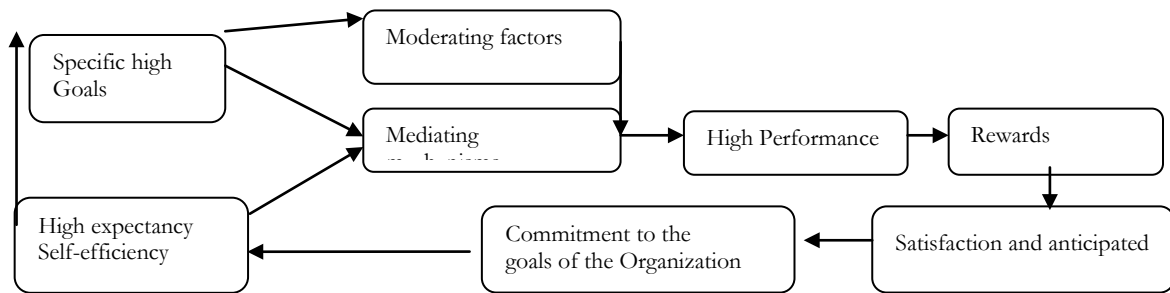


Figure 3. Locke and Latham model of Job Satisfaction (Locke and Latham, 1990)

Table 6. Job Satisfaction Factors (Herzberg, 1976)

Hygiene Factors	Motivators
Company policies	Achievement
Supervision	Recognition
Interpersonal relations	Work itself
Work conditions	Responsibility
Salary	Advancement
Status	Growth
Job security	

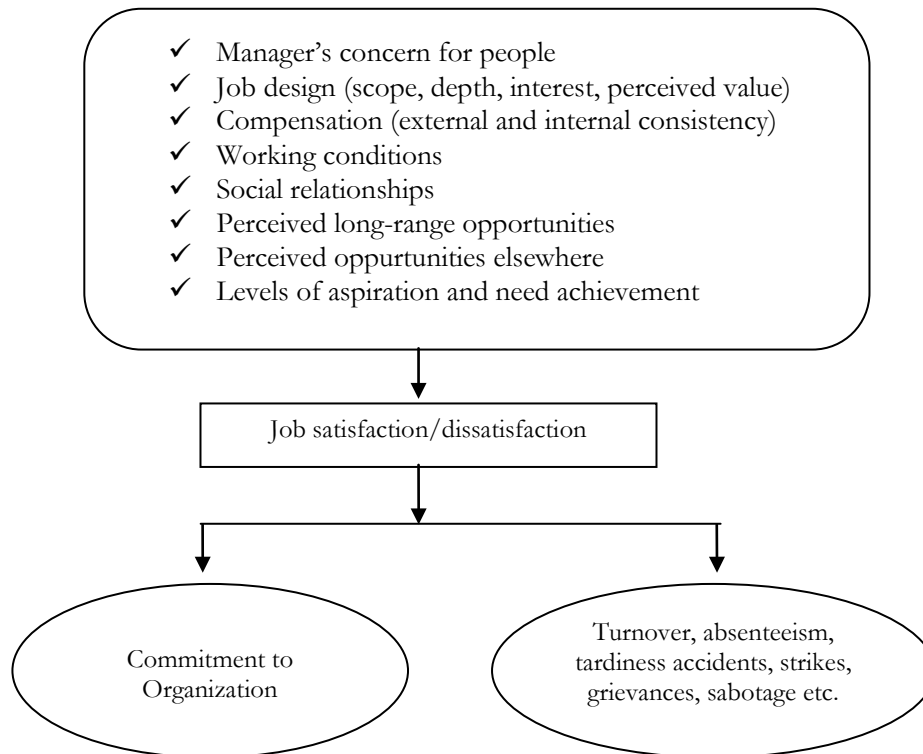


Figure 4. Determinants of satisfaction and dissatisfaction (Rue and Byaes, 2003)

### Discussion

Most of the respondents of the study were from male group, which means the local newspaper houses of the Khulna District were mainly male dominated. The highest education level of the journalists was graduation and a lion share of that belongs to the Khulna district. Majority of the respondents came to this profession thinking journalism as a noble profession. They had to work every day for at least 5 hours. There is an interesting part that the local newspaper journalists of Khulna District were more experienced though there were some newcomers in few newspaper houses.

One important thing is that very few of the journalists got a handsome amount of salary but the majority of the journalists got a salary between 6 to 10 thousands. Though the majority of the journalists said they got their salary in due time. Besides there were higher numbers of seniors-juniors salary disparity visibility. There were three factors considered to their salary; Best Performance, Good management and Choice of editor and one the other hand approximately the same criteria were followed to give a promotion. Maximum houses follow the rewarding system if they do better in their performance. In the case of the wage board following, their houses did not follow the wage board. One third of the journalists had to work a good number of times in a day for this reason they didn't give enough time to their family. Space problem is a big deal in every local newspaper house of Khulna.

Most of the houses followed the examination and scrutiny system to recruit new employees though some were recruited by the reference of political leaders. Working environment of their house was quite

satisfactory though a major number of the journalists confessed it not having necessary modern equipment of technical and logistic support. Due to reliability they had to perform extra work on the other experience was provocation of their doing extra work. The journalists were sometimes free in their bit, that means sometimes they are not free also and the pressure of management and the pressure of supervisor or the editor is the main cause of their not being free. A large number of the journalists changed their house because of the insecurity of their job, even some mentioned the misbehavior of their boss.

Job satisfaction is under the influence of a series of factors such as: The nature of work, Salary, Advancement opportunities, Management, Work groups and Work conditions. A somewhat different approach regarding the factors of job satisfaction is provided by Rue and Byars, Figure 4. When talking about factors of job satisfaction the fact that they can also cause job dissatisfaction must be kept in mind. Therefore the issue whether job satisfaction and job dissatisfaction are two opposite and excludable phenomena? There is no consensus regarding this issue among authors. Herzberg's Two Factor Theory is probably the most often cited point of view. In fact the main idea is that employees in their work environment are under the influence of factors that cause job satisfaction and factors that cause job dissatisfaction. Therefore all factors that have derived from a large empirical research and divided in factors that cause job satisfaction (motivators) and factors that cause job dissatisfaction (hygiene factors), Table 6.

Usually job satisfaction is measured by using general scientific research methods such as the questionnaire. Some of the most commonly used techniques for measuring job satisfaction include:

- Minnesota satisfaction questionnaire and
- Job description index

The Minnesota Satisfaction Questionnaire is a paper-pencil type of a questionnaire and can be implemented both individually and in group, but it does not take sex differences into consideration. This questionnaire has one short form and two long forms that date from 1967 and 1977. In fact 20 work features in five levels are measured with this questionnaire. Responding to this questionnaire usually takes between 15-20 minutes. The 1967 version of the Minnesota Satisfaction Questionnaire uses the following response categories:

- Not satisfied,
- Somewhat satisfied,
- Satisfied,
- Very satisfied and
- Extremely satisfied.

The 1977 version of the Minnesota Satisfaction Questionnaire uses the following response categories

- Very satisfied,
- Satisfied,
- Neither satisfied nor dissatisfied,
- Dissatisfied and
- Very dissatisfied.

## Conclusion

Journalists' job satisfaction is one of the most imperative things like other occupations. Journalists are part and parcel in a society and also in a country because they do work for the betterment of the people across the country. In this study, findings exhibit that the journalist's career delight is common in their career however at the same time they are enormously upset with their monthly incomes and maximum of the information homes don't follow the wage board at all. The most important predictors of job delight have been determined to be

income, job autonomy that is skill free in their beat whilst working, and job safety. This study also reveals that, most of the local newspaper journalists of Khulna District are sometimes free in their beat. Job security is another predictor of job satisfaction. This study also indicates that most of the journalists have no job security and as the reason they show it's because of not being a proper job rule and their job isn't stable. Overall, this finds very beneficial insights and facts about job pride amongst journalists in Khulna District.

To conduct this study the researcher faced some sorts of limitations such as sample size determination .If it was possible to take a large proportion of samples, the result would have been more accurate. Another problem was the time and budget as if the researcher carried out this study by self-funding that he didn't reach a large number of respondents. However, it was not possible for the researcher to survey all the local newspaper journalists' of Khulna District because they are too busy in their workplaces. For instance, some news homes declined to participate in such an essential study-citing a number of reasons. It was once also challenging to conduct full- scale research activities barring funding.

### **Acknowledgement**

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