

**Influence of Career Progression on Job Satisfaction Among Journalist in Fresh 105.9 Fm And
Premier 93.5 Fm Ibadan, Oyo State**

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Technology, Faculty of Communication and Information Science, Lead City University,
Ibadan, Nigeria**

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Certification

This is to certify that this study was conducted under my supervision by Omolayo Folake Oderanti (LCU/PG/001716) for the award of Master of Science Degree (M.Sc) in Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan, Nigeria and that this work has been previously submitted.

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Dedication

This project is dedicated to Almighty God (Alpha and Omega, The beginning and the end).

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Acknowledgement

I am grateful to God Almighty, the source of all knowledge for the given me the grace to achieve a long time dream.

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Abstract

Job satisfaction is viewed as a catalyst of improving performance and commitment in a workplace. The study aimed to determine how career progression affects job satisfaction among Fresh (105.9) FM and Premier FM(93.5) journalists in Ibadan. The independent variable career progression was used in coming up with the specific objective of the study as well as formulating hypothesis. The relationship of this predictor variable with the dependent variable job satisfaction among journalists was statistically established. The two theories which were relevant to the study were analysed to determine their relevance, strengths and weaknesses. They include two-factor motivation theory and change theory. A descriptive survey approach was used to acquire quantitative data from sampled respondents and analyse it statistically to describe the study's variables. The survey targeted 230 journalists, however only 200 were valid, for an 86.96% response rate. A four Likert scale closed-ended questionnaire was utilized to gather quantitative data from the selected journalist. Cronbach's alpha coefficient was 0.852, above the required 0.7. Descriptive and inferential statistics was used for data analysis. Hypothesis testing employed multiple regression and SPSS 23.0. The regression analysis revealed that the p-value (0.130) for the independent variable is not significant ($0.130 < 0.05$) at 95% confidence level; the R^2 of 0.012 does not have explanatory power for the variation in the dependent variable (job satisfaction) and it is not fit of the regression, the calculated F-test 2.317 is not statistically significant at $p=0.130$. Therefore, H_0 was accepted. Hence, there is no significant influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM. The study therefore, recommends that the government and other private media owners to pay more attention to the issue of improving work environment with intent to help journalists build professional ethics and enhance job skills.

Keyword: Career Progression, Job satisfaction, Journalist

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