

Chapter One

Introduction

1.1 Background to the Study

Job satisfaction is the integration of psychological, physiological, and environmental conditions that encourage employees to admit that they are satisfied or happy with their jobs¹. It also emphasizes the role of employees in the workplace as the influence of various elements on an employee within the organization. Job satisfaction is one of the important factors that affect not only the efficiency of workers but also work behaviour like absenteeism, accidents, etc. Job satisfaction is the result of employees' perception of how well the job provides the things considered important. Job satisfaction is critical to the success of any organization. Indices for measuring job satisfaction include; satisfaction with work (awards and prizes, job security and life satisfaction), satisfaction with co-workers (life satisfaction, respect and recognition), satisfaction with pay(salaries/wages, allowances and benefits), satisfaction with supervision(mentorship) and satisfaction with promotion (regular promotion)². Happy employees are a company's greatest asset, while unhappy employees are its greatest liability. However, the essence of journalism is interesting, challenging, exhausting, daunting and rewarding for society³. Job satisfaction is therefore critical to career. A career entails a broad range of work-related events that are influenced and moulded by varying principles and attitudes throughout life. Careers can be described as actions aimed at self-realization aimed at combining different life roles with work roles⁴. Careers are assignment, exposure to duties and experience gained in both the workplace and at home, manifesting in a variety of tasks. Career Progression is defined

as an ongoing dynamic lifelong process, entailing the refinement and mastering of skills and competencies to perform one's tasks in conjunction with professional development, linked to career planning activities aiming at personal wholeness⁵. Career development is a lifelong process (ongoing) or cycle of growth to prepare, sustain and advance within a career. Career progression implies the interaction between a human and his/her environment embedded in economical, historical, and cultural and community factors.

Career development and career planning is a continuous process because human wants and needs are ever changing and must be met. Career development is a dynamic process in which an individual takes responsibility for evaluating their personality, skills, needs, priorities and values. It implies growth through learning and skill development to allow a person to gain career experience, makes career decisions, and make the necessary changes and adjustments to perform a specific job. Job or work is an important aspect of the life of the individual and it takes up a lot of professional and personal time compared to any other activity. Satisfaction is the pleasure felt after a need has been met. One would assume that a person would be satisfied when their expectations, desires, or needs were met. Job satisfaction describes the extent to which a person is satisfied, comfortable, or satisfied with their job⁶. It is a comfortable or positive emotional state that results from evaluating one's work or work experiences. Job satisfaction is "the gratifying emotional state that results from evaluating one's work as meeting or facilitating one's job values" and "the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs⁷. Journalism, as one of the oldest

professions, can be defined as the activity of collecting, evaluating, processing and disseminating or presenting news and/or information that is useful to an audience.

The word journalism refers to both the method of researching and systematizing information and the literary style used to disseminate the information. The profession plays a very crucial role in transforming society, especially in developing countries like Nigeria, where many advocate that the media must be an integral institution in promoting national cohesion, championing the voiceless and the vulnerable, and championing development⁸. It's an extremely competitive field that requires uncommon energy and knowledgeable triumph under the constant pressure of daily goals. It has logical and social aspects that make it an inspiring profession for any dynamic individual. Journalism is committed to serving the interests of people, society, the nation and the world, and it is that part of social activity which deals with the dissemination of news and news interpretations about society⁸.

Journalism is a highly competitive field where journalists meet many challenges in gathering, processing and distributing the news. Journalists have to perform in pressure-packaged environments. They have to meet many challenges in gathering, processing and distributing the news. Journalism has a distinct culture with norms, conventions, and expectations of behaviour from those who are part of the culture. Many of those expectations are fueled by the public service aspects of the profession – the feeling among journalists that they are working for the public good, not just for their private benefit. Journalists play a in the structure of modern societies and therefore the need to understand the environment in which they work must be given priority for the betterment of society. In fact, this is exactly why governments, global

institutions, transnational and continental corporations, invest immensely and attempt to monopolize the media. In other words, an informed management of journalism and journalists leads towards channelling informed influence on a society. However, this requires, primarily a thorough understanding of the environment in which journalism is practiced and journalists work or the factors that determine the output of journalists, one of which is job-satisfaction.

Research reveals that the level of individual's job satisfaction is affected by intrinsic and extrinsic motivating factors⁹. They explain that the intrinsic satisfaction can come from normal professional activities, whereas, extrinsic factors can be associated with those factors like salary, perceived support from supervisors and co-workers, safety, among others. As is the case with journalists in Nigeria, both the intrinsic and extrinsic factors could affect their satisfaction⁹. Many journalists in Nigeria have suffered undue harassment, undeserved torture, unwarranted arrest, subsequent imprisonment and extra-judicial killing. The journalists are poised to giving people recognition but they themselves are hardly recognized. Little does anybody care about the welfare of the journalists^{10,11,12&13}. Studies have shown that, despite the relevance of journalism in the society, the profession is not providing much succor to the practitioners especially in terms of financial satisfaction^{14,15&16}. Despite this, many journalists are committed to their Journalism career. It is based on this that the study examines the influence of career progression on job satisfaction of Journalists in Fresh 105.1 FM and Premier 93.5 FM Ibadan. Fresh FM is a private and one of the most-listened to radio stations in Oyo state with a large number of audience home and abroad.¹⁷ It is a commercial radio station operating in Oyo, Lagos, Osun, Ondo, Ekiti, Ogun State and with a reach

extending to other parts of Nigeria. It is the brainchild of renowned Entertainer, Yinka Ayefele (MON), and is positioned to promote, complement and revamp the entertainment and lifestyle sphere in Nigeria. The station head office is conveniently located at Yinka Ayefele Music House, on the Lagos – Ibadan by-pass road, Felele, Ibadan¹⁷. Premier 93.5 FM that goes by the appellation “Your Dependable Companion” was commissioned by the late first lady of the Federal Republic of Nigeria, Chief Stella Obasanjo on the 30th of October, 2001. The Station’s Transmitter is situated at Moniya while the Studios are in the Broadcasting House, Dugbe, Ibadan. The Station’s Office Complex is situated at No. 617 Jibowu Crescent, Iyaganku, Ibadan.¹⁸ Premier FM was established as a result of the federal government’s objective of setting up 32 FM Stations across the country under President Olusegun Obasanjo. Premier 93.5FM has the mandate to serve her immediate environment through programmes that educate, inform and entertain people at the grassroots. To this end, 70% of the Station’s programmes are in Yoruba Language. The Station sets out to be friendly, down-to-earth and indigenous in outlook with mostly community based programmes¹⁸. Fresh FM and Premier FM are two prominent radio stations in Ibadan with a significant number of journalists as part of their labour force which makes them relevant to this study.

1.2 Statement of the Problem

Career progression which include training, development and promotion leads to improved performance and overall job satisfaction for employees as well as organizational performance. Several researches agrees that career development and job satisfaction increases performance due to the fact that it’s a process that is carried out in a

systematic way geared toward improving personnel' competencies by imparting them with relevant skills and knowledge required to perform both current jobs and for their future growth^{19&20}. This allows an organization to take advantage over its competitors as its people are ready to respond to new environmental changes.

The broadcasting stations such as fresh and Premier Fm acknowledges the significance of career development of journalists and as a result human resource development Unit had been charged with the obligation of allowing training and development and promotion of employees in a way to increasing access and efficiency of broadcasting services. Despite several career progression or developments (promotion, trainings and development) conducted in the broadcasting industry, there is no justification that indeed all conducted career development has impacted positively on job satisfaction of journalist hence, their performance. Also, prior empirical studies both globally, regionally and locally have been done on the effect of career progression or development on job satisfaction^{21,22&23}. Empirical studies reviewed cited gaps based on conceptualization, methodology/target population, and context respectively. In a way to address the gaps this study sought to examine the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM, Ibadan, Oyo State.

1.3 Aim and Objectives of the Study

The aim of this study is to evaluate the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM. Specifically, this study sought to:

- i. To determine the extent of job satisfaction among selected journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan.

- ii. Identify the extent of career progression among Journalists in Fresh 105.9 FM & Premier 93.5FM
- iii. Identify the indicators of job satisfaction of Journalists in Fresh 105.9FM & Premier 93.5.
- iv. Ascertain the influence of career progression on job satisfaction among Journalists in Fresh 105.9FM and Premier 93.5 FM

1.4 Research Questions

In the light of the above, the following research questions were raised:

1. What is the extent of job satisfaction among selected journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan?
2. What is the extent of career progression among Journalists in Fresh 105.9 FM & Premier 93.5FM?
3. What are the indicators of job satisfaction of Journalists in Fresh 105.9FM & Premier 93.5?
4. What is the influence of career progression on job satisfaction among Journalists in Fresh 105.9FM and Premier 93.5 FM

1.5 Hypotheses of the Study

Ho: There is no significant influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM.

1.6 Significance of the Study

This research will be of importance to media houses in Nigeria. It will serve as a base to gain insight into career progression among journalists and assists in eliciting attitudinal changes and commitment towards job satisfaction through career

progression which in-turn can serve as motivation to journalists thereby leading to improvement on job output.

The findings will serve as a guideline to the journalists in relation to national development. It will be of great importance to Mass Communication students and career counsellors and serve as resource material to scholars and researchers. It will also be useful to policy-makers and governments so as to make them more functional in meeting and improving their intended aims and goals due to the fact that it promotes development and governance, thereby creating an enabling atmosphere for journalists to thrive.

1.7 Scope of the Study

The scope of the study covered the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM in Ibadan. These two broadcast stations were selected considering the fact that they represent the two main media ownership. Fresh FM 105.9 FM is a commercial radio station operating in Ibadan, Oyo State and with a reach extending to other parts of South West Nigeria. A Premier 93.5 FM is a Radio station under Radio Nigeria, Ibadan SouthWest Zone. The first FM Radio Station from the SouthWest Zone's of the Federal Radio corporation in Nigeria, located at broadcasting house, Oba Adebimpe Road, Dugbe, Ibadan, Oyo State. The justification for the use of Fresh 105.9 FM and Premier 93.5 FM is that Fresh FM is owned by private initiative while Premier FM is a public owned Radio station. They are part of the Africa's largest Radio Network with journalists.

1.8 Operational Definition of Terms

Career: as used in this study is an occupation undertaken for a period of time in a person's life with opportunities for progress.

Career Progression: as used in this study is a lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future

Job satisfaction: Is the delightful emotional state resulting from the appraisal of one's job as achieving or facilitating the achievement of one's job values" and "the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs ".

Journalism: This means the job of collecting news and writing about it for newspapers, magazine, television, or radio.

Productivity: Productivity describes various measures of the efficiency of production. Often, a productivity measure is expressed as the ratio of an aggregate output to a single input or an aggregate input used in a production process, i.e. output per unit of input, typically over a specific period of time.

Human Resources: Human resources are the set of people who make up the workforce of an organization, business sector, industry, or economy.

Motivation: motivation is a managerial responsibility for eliciting what employees expect the organization to supply them with and at the same time the responsibility for eliciting certain types of behaviour from the employees. Managers motivate by providing an environment for employees to produce to their full capacity

Endnotes

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Chapter Two

Review of Related Literature

2.1 Conceptual Review

2.1.1. Concept of Career

Career is the series and variety of paid or unpaid work roles that an individual assumes over the course of a lifetime¹. It also depicts what gives meaning to valuable work opportunities and how that work role relates to a person's broader life roles, family and volunteer work, leisure activities, and more². Overtime, Researchers have defined careers in different ways, as explored below. Career is an individual's work-related and other relevant experience, both within and outside organizations, that forms a unique and whole pattern over the individual's lifespan³. In modern times, career is a continuous learning process carried out to improve the acquisition of values that promote employee development⁴. Career is a chosen line of work that requires education. For many people, career means the part of life that deals with working life. From a professional point of view, career is the sum of the different activities that a person carries out over the course of his life. The profession is a profession that requires training and is practiced as a long-term vocation. It is also an area of striving for consistent and progressive achievement, particularly in public, professional or business life⁵. A career is pursued at work, but also through learning, through hobbies and interests, at home and through relationships with family, friends and colleagues⁶. Career is an important policy area that requires constant attention and investment. The current context of high unemployment,

austerity and recession is a perfect storm for young people – and one that threatens to be exacerbated by a slowdown in career advancement in various walks of life⁶.

2.1.2 Career Progression

Career progress means progress in attaining new knowledge and working. The strength of career progression largely influences the standard of an individual's life: the person they become, the goals they have, and their financial capacity. This factor also determines the social and economic contribution of people to their communities and societies⁷. Career advancement offers opportunity to develop important skills within the organization that are often not available in the external job market; the better use of people in jobs where their talents are put to good use; an improved ability to attract and potentially retain good people; and improved workforce flexibility to respond to business changes⁷. Career progression is a very broad term used to describe the process through which an individual moves and gains experience through the organization, rises to higher levels or otherwise, and how s/he interprets those experiences. It can simply be referred to as progressing through the ranks of the organizational hierarchy⁷.

Career development refers to a lifelong process of managing learning, work and transitions to move towards a personally determined and evolving preferred future⁸. Some people naturally develop the ability to make meaningful careers, but others need support, especially as the pace of economic, professional, and social change escalates. For adequate support to be available, policy makers and service providers need the fundamental knowledge, skills and attitudes inherent in helping people to develop meaningful lifelong learning plans linked to their career paths⁸.

People are more likely to find meaningful and rewarding work when they have planned the opportunities they will pursue and the education and training they will take. When people have a vision of what they want to do with their life, they tend to be more focused, better able to spot opportunities, and more persistent in pursuing those opportunities⁸. In another context, career advancement could mean higher income, it could also refer to a unique form of professional achievement. Career advancement, for some, may also involve gaining skills or experience necessary to perform the job. Career progression is a broad concept that defines what career progression means to different people⁹.

It could also be said that career advancement is an important practice that fosters employee engagement, which in turn increases organizational effectiveness. The purpose of career advancement is to align employee aspirations with those of the company, resulting in organizational effectiveness¹⁰. Organizations that want to attract, motivate and retain employees must take care of the career development of their employees¹¹. Career advancement involves a clearly defined path of advancement through the ranks of an organization. It is based on merit without regard to race, sex, age or ethnicity. The deserving individuals become eligible. Knowing that employees have an equal opportunity to succeed makes it easy for them to do their best¹². Career advancement is important to employees as it offers them the opportunity for long-term success, higher pay, job security and job satisfaction. A commitment to professional development leads to a motivated workforce and a high-performing organization. It also provides employees with

opportunities for further education and training, which strengthens employees' abilities to receive consideration for promotion and career advancement¹².

Within the objective area of career progression, three main categories are important: achievement (material-based), ability to support family, and formal learning. Achievement refers to the attainment of extrinsic rewards and recognition, such as B. monetary rewards, hierarchical position and reputation. This was the most common way to define career progression. Achievement is often viewed as financial achievement and spoke of financial independence and earning power¹³.

2.1.3. Determinants of Career Progression

1. Organizational Factors: in today's competitive marketplace, successful organizations, regardless of size, need people who have the knowledge and skills needed to contribute effectively as drivers to achieve competitive advantage. Therefore, the vision of a competent, confident, loyal and valued workforce delivering quality, people-centric services is rightly ambitious¹⁴. Organizational factors are important factors in the advancement of an employee's career in an organization. In order to promote career advancement, informal and formal methods are used by employees, such as: Political skills, job content, commitment and manager-member relationship¹⁵. The organizational system makes a work environment motivating and supportive for the activities of the people in it. A good working environment creates space for the achievement of set goals and objectives. This is due to the organizational situation, which can increase members' commitment to achieve these goals¹⁶.

A work environment is a place where employees perform activities every day. A conducive work environment provides a sense of security and comfort that enables employees to perform at their best. The work environment can influence the emotions of the employees because if the employee likes the work environment in which he works, he feels comfortable at work and carries out his activities in a way that the working time is used effectively¹⁷. An organizational structure is described as a workplace situation that allows employees to perform their duties appropriately. This can happen through the structures of the management or the employees who are considered friendly. Work structure can also result from work practices, the physical layout of the workplace, protective and health equipment and flexible working hours¹⁸. The work environment is considered supportive or cordial when it is free from workplace harassment and fear that the employee will go to work because of an abusive, intimidating, or oppressive atmosphere created by management or colleagues. When working conditions promise warm relationships and are free from danger, employees tend to stay with their organization¹⁸.

2. Sociological Factors: peer influence, socioeconomic status, mentoring and coaching, social networks, friends and family support, are factors play an essential role in an individual's career development¹⁹. Sociological factors influencing career advancement include peer groups, role models, mentors, social networks, family socioeconomic level. These factors have a major impact on careers²⁰.

3. Economic Factors: such factors affecting career advancement include poverty, needs, desires, demands and other factors arising from economic activities in society.

A person can choose a career based on the needs of society or based on their own personal needs. This might be the case to meet needs and survive in society²⁰.

4. Personal Factors: such factors include: career choice, lifelong learning, and gender.

A. Career Choice: people chooses career paths based on personal interest, family background and assessment of strength, weakness, opportunities and threat available to such individual.

B. Lifelong learning: is not only the foundation of competitiveness and prosperity but also of social equity, employability and personal fulfilment. People in different fields must learn to obtain recent knowledge, competences and skills at all times. Employees' expectations differs as they move through the early, middle, and late stages of their careers. Early career employees want recognition from peers and management while others may seek new challenges in the mid-career. This indicates that workers want to work for companies that will enable them to achieve a sense of intrinsic satisfaction²¹. if organizations do not create programs to encourage lifelong learning, employees who remain with the organization may be less motivated to go extra mile for the organizations and others may die on the job making life learning an important factor to ensure employee motivate. Through lifelong learning, organizations need to nurture and ensure high performance and provide challenging work for employees at different stages of their lives and career²¹.

B. Gender: Gender refers to social interpretation of what it means to be a man and what it means to be a woman. Women have a desire to progress in their careers, but are limited by the following key gender based factors²²:

- Gender role
- Work-family commitments;
- Work and family conflict;
- Stereotype of women
- Male-dominated environment;
- Glass ceiling;
- Gender discrimination;
- Job characteristics and lack of support systems at work; and
- Sexual harassment²²

Negative stereotypes put female leaders in a bad light. This deflates their confidence, motivation in pursuing their careers and will to face the challenges and problems associated with stereotyping²². In order to create a gender-neutral basis for career advancement, recruitment and selection processes must be developed that include women for homework and international assignments. Employers should develop feasible solutions to solve the issue of gender imbalance such as discrimination and inequality in hiring, training, pay, promotion, etc. at all times²².

This can be done by constantly checking the ratio of men to women in management and leadership roles, and adopting policies that support equal treatment of women and men; Eradicate stringent rules and regulation associated with marriage and motherhood for working class women and introduce policies that are pro-work, pro-life and pro-family²². These include flexible working hours, job sharing, telecommunications, day care programs and so on. Policies that are made with considerations of family situations

of employees would encourage gender equity at home and improve organizational capacity by allowing workers to focus on their work without worrying about non-work related matters²².

2.1.4. Career Planning and Management

The ever changing nature of world's economy is the reason for many work-related concerns, some of which are context specific and others are general concerns. The search for life goals and substance, the way to self-discovery through work, and the attempt by world leaders to solve problems of job scarcity are examples of global problems ²³. These problems call for career planning and management. Career planning is an activity that involves considering a person's personality traits, professional interests, and other necessary factors for career considerations. In this way, career goals influenced by these factors can be determined. Career planning is simply the delicate and specific doctrines that guides a person's career path decisions²⁴.

Life planning can be viewed as a journey with five main components or milestones:

- Preparation,
- tools and resources,
- skills and approaches,
- infrastructure and
- Maintaining and maintaining the trip²⁵.

At each step, people may need to pause and take note to get a sense of direction, in other cases to remove challenges or get additional information, skills or other materials needed the next phase²⁵. Career planning is essential to create guidelines

for career management. Career management can be defined as the steps that arranges an individual's progression within an organization, taking into account the aim and objectives of the organization, and shapes decisions related to his or her career. It promotes the training and further education of employees²⁶.

Career management activities inform employees of career options and opportunities available in their organization. It enlightens them of skills and other qualities needed for such opportunities. Most career management programmes are centred around an institution. This promotes commitment of such employee to the institution. The following are concepts that aid career management;

i. Self-awareness: This is the first step in the career management system and provides self-introspection. Interests, essentials, values, likes, unique skills etc. are things that need to be evaluated in this phase for self-discovery.

ii. Career exploration: career exploration involves certain steps which will be explained below.

● **Career values:** It is essential to integrate work values with overall life values to know what is necessary in life. It is the work values that acts as a guiding force and helps to focus on the essential things. An individual who is happy and satisfied in personal life will quickly achieve better productivity. Work values changes regularly and it becomes necessary to re-evaluate them frequently for overall job success²⁷.

● **Work preferences:** Work preferences play a significant role in career management. It is a result of a personal decision, hence the normality of two people having different work desires in life. Assessing this criteria for career management is therefore essential becomes essential²⁷. Positive qualities like

hard-working, detail-oriented, excellent communication skills, and also specific traits like good at decision making, soft skills, etc. to determine work preference. The more specific the abilities and qualities are, the more likely the person will be successful in the job interviews²⁷. Just like strengths, it is also essential to identify weakness when interested in career exploration.

iii. Continuous Learning: Digital gadgets such as phones technological devices have the impacted the work culture as we know it. The consequences of these technologies is already affecting existing industries and will bring others into the spotlight²⁸. The ability to adapt to these ongoing innovations will directly determine the timeliness of a person's knowledge and skills. Consideration should be given to how the learning investment in time, energy and resources can be varied. Examples may include: transcripts, coursework, certificate programs (related to your career/interest), participating in innovative projects/committees/task forces, attending conferences, or just staying in the subject reading.

iv. Networking: The world has become information driven, service and technology oriented, networking relationships have become important assets²⁸. These relationships will determine how information on emerging fields and industries are derived. In addition, personal and professional relationships will transcend specific companies, communities and industries²⁸. The ability to maintain relationships directly influence organization's current performance and future career opportunities²⁸. Staying connected and knowing how to build good relationships is more important than ever. These skills can be developed through applied

communication courses, contact management software, effective listening, and a person's sincere desire to meet more people.

2.1.5. Career in Communication, Media and Entertainment Industry

Mass communication offers such a wide array of opportunities that any willing career candidate can find a place to cling to. For example, in broadcasting, career prospects are looking opportunities in news transmission, news reporting, program anchoring, editing, and a few other things²⁹. Likewise, a prospect can search the print media for coverage opportunities, beat coverage, travel coverage, proofreading, desk editing, and a few other things²⁹. Even outside of traditional journalism, a prospect can pursue a career by doing some things including blogging, Public Relations practice, communication design and campaign management, and independent photojournalism²⁹.

Mass media is media intended for a large audience. This can be broadcast media such as television and radio or print media such as newspapers and magazines. Internet media can also attain mass media status, and many media companies maintain a web presence to take advantage of the rapid availability of the Internet in many regions of the world³⁰. Some people also refer to it as "mainstream media," referring to the fact that it tends to stick to prominent stories that are of interest to a general audience and sometimes ignore controversial breaking news. Many people

around the world rely on this form of media for news and entertainment, and globally it is a huge industry³⁰.

The media and culture industries encompass many sub-sectors including: mass media such as internet, television, newspapers, magazines, books, film and radio; publishing, production and distribution of audiovisual content; performing arts such as theatre, dance, music concerts and music festivals, opera, comedy and circus; and music recordings³¹. The broader media, culture and graphics sector also includes video games, print and electronic publishing and the printing industry. Major jobs in the media and culture industries include: journalists, editors, writers, agents, designers and photographers; musicians, singers, actors and dancers; technicians, producers and directors of film, television and live performances; and costume, makeup, scenery, special effects and other staff³¹. The areas of the media industry from which great career paths can be explored include;

I. Broadcasting: Broadcasting is the delivery of audio and video content to a dispersed audience. It is the dissemination of information to a large heterogeneous audience that receives the information at the same time. Broadcasting is made possible primarily through two communication channels, radio and television. Both radio and television media play an indispensable role in the development of any nation³². Its unique role in disseminating information is considered the basis for meaningful development in any human society. Career opportunities in broadcasting include;

I. Newscaster/ News-presenter: A newscaster or news presenter cast or read or disseminate news on television or radio. A newscaster or news presenter is someone

who presents the news³². Newscasters work in radio or television journalism, reporting news stories over the air, or possibly working in a specialized field like weather or sports. The most famous people in news casting are the national network news anchors, people like John Mohmoh or Funmi Iyanda. While presenters are often seated behind a studio desk, news anchors can be anywhere in coverage, covering everything from breaking news to light-hearted feature stories³².

II. Radio or Television Presenter/ Radio Host: A person that assumes this role is a professional writer, manager and host of a radio program. Radio hosts work in radio stations that explore music, some radio hosts work on talk shows or podcasts that cover a topic of interest, such as news about celebrity dating advice or films or television. Television organizations, it seems, have found other techniques to generate story ideas³³. Unlike newspapers, television news operations cannot afford to produce more stories than they consume due to high production costs and limited staff. As a result, task editors spread out their staffs to maximize the likelihood of creating a story. Some of the techniques used in television news as an alternative to traditional beats are similar to beat structures as reporters are expected to generate ideas on a specific topic, and some are not³³. What all these techniques have in common, however, is that they generate the ideas that satisfy the needs of the media organization. While most of the existing news construction literature sees beats as a means of structuring the news collection, they should be viewed more as a means of generating story ideas.

Radio hosts can work in different radio station;

- a. **Sports Commentator:** Covers sports games and narrates the events over the radio
- b. **Talk Show Host:** Interviews and converse with guests about interesting topics
- c. **Radio announcer:** Covers events and narrates what occurs over the radio
- d. **Radio Broadcaster:** Conducts news broadcasts about updates, traffic and current events.
- e. **Satellite Radio Host:** Works for satellite radio station and broadcasts shows digitally³³.

III. Audio Engineers: An audio engineer assembles, operates, and maintains the technical equipment used to record, amplify, enhance, mix, and reproduce sounds. Audio engineers are in demand in a range of industries: advertising, sound recording, broadcasting (radio or television), film, live performance (theatre, music, dance)³⁴.

Audio Engineers' responsibilities vary depending on whether on area of works, such as; Production (the recording of all sound on set or on location), Post-production (the balancing, mixing, editing and enhancing of pre-recorded audio)³⁴.

Audio Engineers that work in production engage in the following³⁴:

- evaluate the acoustics of the studio area as stipulated by the sound supervisor
- selection, positioning, adjustment and operation of sound equipment, such as booms, fishing rods and microphones, used for sound reinforcement and recording
- communicate with the producers and performers to determine the sound requirements

- apply sound technology knowledge of recording equipment that achieve the determined artistic goals
- record sound onto digital tape or hard disk recording
- monitoring audio signals to detect sound
- pre-detect and provide solution to any faults
- maintain and fix sound equipment
- Abide by all relevant health and safety legislation³⁴.

Audio Engineer that work in post-production also carry out the following tasks³⁴:

- integrate (synchronise) pre-recorded audio (dialogue, sound effects and music) with visual content
- re-record and synchronise audio (post-syncing)
- mix, edit and balance speech, effects and music
- create and alter sound effects for use in films, television, etc.³⁴.

IV. Program Producers: Executive producers (EP) are completely responsible for their news shows. They direct camera shots, approve programs and ensure their program or show is transmitted properly³⁵. Those in this post think on their feet and are prepared to combat crisis, such as a studio errors, last minute cancellation by guest or any other unpredictable event. Executive producers must proactive and able to produce a newscast with a personality that is unique to the viewers³⁵.

V. General Managers: The General Manager (GM) of a station, also known as the President or Vice President (depending on the scale of the station) receives the report of all the station³⁵. The General Manager attitude to work dictates the station's work ethic, environment and level of elevation. Television general managers predict

market trends; set budgets and performance expectations; ensure that the broadcaster complies with all Equal Employment Opportunity (EEO) and Federal Communications Commission (FCC) legislation as require; and have the responsibility for maintaining a broadcaster's reputation and market image³⁵. They make hiring decisions and ensure that staff work in line with overall broadcasting policies and regulations³⁵.

VI. Station Managers: The position of station manager was originally designed to alleviate some of the pressures placed on the General Manager. Many stations are eliminating, or intend to eliminate, this position, thus the number of job opportunities for this title are diminishing³⁵. Station duopolies (stations that operate in markets where two television stations are owned by a single owner) may be an exception, where given the increased demands on the General Manager, the position of station manager remains necessary³⁵. In these instances, the General Manager focuses on long-term strategies, budgets, community networking, business building, advertiser relations and policy making, while the station manager concentrates on the day-to-day operations, interfacing with department heads and handling personnel issues³⁵.

VII: programming director or programming manager: This role involves the management of certain programming information usually disseminated to the traffic, sales and other pertinent departments. He or she ensure that any changes to programs are communicated both internally within the station and externally to the television stakeholders³⁵. Stations with larger market share, especially those that are part of a large media conglomerate, have closed room for this position because many

programming decisions are now made at the corporate level, on behalf of multiple stations³⁵.

2. Public Relations: Public relations is better described than defined. It is an applied professional practice and an academic field, and both offer communication centred and research based ways to understand, inform, and intervene to adjust relationships between ideas, individuals, groups and societies³⁶. The practice seeks to influence the building, maintenance and restoration of reputations and also integrate different perspectives and groups, particularly it's enactment of activities such as issue management, crisis resolution and risk communication³⁶. Public relations is an arena of social action in the public sphere especially in media, politics and public opinion. Public relations can impact significantly on democracy. Public relations practitioners have mobilized populations to participate, or cease participating in wars. Individuals and organizations who use public relations range from Chief Executive Officers, corporations, governments and think tanks and activists among many others³⁶.

Public refers to issues of general concern or the people in societies. Relations is a term used to describe the basis and nature of a relationship with intent to achieve certain objectives and goals³⁷. Public relations can therefore be simply defined as the process of relating with people in societies with the intention to achieve laid down objectives. Public relations is a planned, sustained and deliberate effort to promote mutual understanding between an organization and it's public³⁷.

Public relations are coordinated activities set in motion to promote mutual understanding between an organization and its public or a person and his or her public. Public relations consist of everything done to promote favourable

relationship between two inter-related parties³⁷. For example, a lawyer needs clients and to be on good terms with police men and court official for easy dispensation of his duties. Such individuals are “the publics” of the lawyer. Public relations is an aspect of the media that makes provisions for mutual understanding between an organization and its publics³⁷. It is the process of knowing how to manage all information emanating from an organization to avoid misinterpretation of good intentions. It is the ability to perceive public opinion about one’s organization and being able to positively influence such opinions from time to time from one’s base³⁷. It is a management function that involves counseling at the highest level and being involved in strategic planning for the organization³⁷.

Public Relation (PR) is the business of establishing, maintaining and promoting a good mental image for public and private organizations. It is a good career path for someone who studied Mass Communication but do not like to practice traditional journalism³⁸. This career path can take two different forms. A person may choose to work as an employee of an organization for which he practices Public Relation. Another option is to work for Public Relation firm to practice Public Relation as consultant to other organizations³⁸. Whichever way, Public Relation practitioner will have to work hand-in-hand with journalists who are in the field. He would want to influence some positive media attention to his client. A challenging part of the Public Relation is when one works as Crises Communication expert. This entails designing and executing the appropriate communication between the management and the employees of an organization in the time of crises³⁸. The public relations industry has long used the media to reach it’s target public³⁹.

Career opportunities that can be explored from this field include:

I. Public Relations Specialist: This individual works in the public relations department, performs and oversees the public relations function of the organization. Such a person needs to meet all professional requirements. These include effective communication skills, professional training, articulation in oral communication, good writing skills, creativity and funds to support all public relations activities successfully⁴⁰.

ii. Media Relations Officer: The individual who assumes the role of a media relations officer focuses on the activities of the media for effective performance and visibility⁴⁰. He or she plans series of activities such as media reception and press conferences among others to maintain mutual understanding between an organization and the media. Media relations specialists develop corporate or product positioning strategies for specific media outlets⁴¹; plan photo and editorial opportunities for use in the media and develop editorial ideas to fit a publication's or broadcast medium's special promotions; develop news and feature releases and pitch them to the media; place articles with the media; gain favourable product reviews and publicize them to the media; position the organization they represent as an expert source; execute media events, such as press conferences, interviews, tours, and promotions; handle information requests from the press; and collect and analyse media coverage of the organization they represent.

A. Advertising:

Advertising is any paid form of non-personal communication that is transmitted through the mass media such as television, radio, newspapers, magazines, direct mail, mass transit, vehicles and outdoor displays⁴². Advertising is a specific kind of communication effort that is based on purchasing time or space in the communication media in order to send out the message concerning a product, service or idea with the aim of eliciting a favourable response⁴². Career path that can be explored from this field include;

i. Advertising Copywriter: Advertising copywriters are responsible for generating the words, slogans and audio scripts that accompany advertising visuals. They work alongside other advertising specialists to conceive and complete effective advertisements.

ii. Graphic Designer/Visual Originators: Visual Originators make visual ideas to convey data. They make everything from banners and announcements to bundling, logos and showcasing materials. Visual Fashioners use components, for example, shapes, colors, typography, pictures and more to pass thoughts on to a group of people. Visual Planners can work in-house, making plans explicitly for one brand, or at an organization or as a specialist, where they work with an assortment of clients⁴³. The job of Visual Originators changes relying upon where they work. A few errands that originators might deal with incorporate choosing photographs and typefaces, creating formats, and planning logos. Visual Planners might have some expertise in a specific region, for example, movement illustrations or print media⁴³. Visual Fashioners frequently need to speak with clients and customers to foster plans that depict an expected message. They additionally team up with other visual architects, advertisers, business experts, scholars, and software

engineers to make fruitful items, crusades, or websites⁴³. The capability of a visual originator incorporate;

1. Concentrate on plan briefs and decide necessities
2. Encourage clients on procedures to connect with interest groups
3. Distinguish the most effective ways to show and convey clients' vision while consenting with configuration best practices
4. Make plans utilizing outline, photograph altering and format programming
5. Select varieties, pictures, typography and design for correspondence materials, including websites, logos, signs, books, magazine covers, yearly reports, notices, and social media posts.
6. Produce drafts for client survey and make updates in light of criticism got.
7. Work together with other colleagues, like showcasing, deals, and business operations, all through the different periods of a task.
8. Audit plans for blunders before they are printed or distributed.
9. Stay up with the latest with the most recent plan patterns, devices, and innovations

iii. Video Editors: A video editor uses footage, sound and graphics to tell a story. A typical day in the life may include creating treatments and storyboards; developing scripts; producing and editing videos and photos for multiple platforms, from short-form daily content for social media platforms to long-form series; and sourcing and/or creating and adding graphics, animations, special effects, music, sound effects and sound bites⁴⁴. Film and video editors use creative and technical skills to assemble recorded raw material into a finished product, suitable for broadcasting. A film/video editor, manage material such as camera

footage, dialogue, sound effects, graphics and special effects to produce a final film or video product. This is a key role in the post-production process and skills can determine the quality and delivery of the finished result⁴⁵. Functions of a video editor include the following:

- receiving a brief, and maybe an outline of footage and/or a shot list, script, or screenplay
- assembling all raw footage, with camera shots either recorded or transferred onto video tape in preparation for inputting into the computer
- inputting uncut rushes and sound, and synchronising and storing them into files on the computer
- digitally cutting files to put together the sequence of the film and deciding what's usable
- creating a 'rough cut' (or assembly edit) of the programme/film and determining the exact cutting for the next and final stages
- reordering and fine-tuning the content to ensure the logical sequencing and smooth running of the film/video⁴⁵.

Additional tasks may include⁴⁵:

- overseeing the quality and progress of audio and video engineering and editing
- experimenting with styles and techniques including the design of graphic elements
- writing voiceover/commentary
- suggesting or selecting music

- online editing - depending on your role you may also finalise technical aspects such as correcting faulty footage, grading and colouring and adding special effects⁴⁵.

v. Jingle Creators

1. Publishing:

Publishing involves the investment of time and resources into the production of best selling books, journals, magazines, newspaper and any other publication. Career paths in the field of publishing include;

i. Editors: The editor edits any manuscript before publication. Editing is the process of selecting and preparing written visual media used to convey information through the process of correction, condensation, organization and other modifications performed with an intention of producing a correct, consistent, accurate and complete work⁴⁶. It can be deduced from this definition that editing is crucial to the publishing process. Editing can make or mar publishing and the end publications.

ii Designers/illustrators

iii Printers/Marketers/Distributors

iv Publishers

2. Public Speaking/Public Speaker

An extraordinary public speaker accomplishes the ability to spur their crowd to follow through with something, stop following through with something, change a way of behaving, or arrive at targets. Yet, to convey a thought forward, you should have the option to invigorate and breathe new life into your friends, representatives, collaborators, customers⁴⁷. Public speakers are pioneers who can rouse their crowd to work harder to

accomplish their objectives. The job of a public speaker is to impact audience members and establish a climate where everybody leaves good to go. It isn't just giving a discourse in that frame of mind to get crowd to make a specific move; speakers are essential for the activity and can convey their energy and drive. It isn't sufficient to just be aware of the main things in need of attention yet to make the crowd share speakers passion⁴⁷.

Decisions have been won just in light of the fact that one competitor was a preferable public speaker over the other. Being proficient is a variable, obviously, yet more significantly, having the option to stir enthusiasm in individuals through gifted public talking will propel the crowd to make a move⁴⁷. At the point when individuals discuss having a voice on the planet, they mean affecting the world by voicing their contemplations and information in an energizing way⁴⁷. A dominance of public talking permits the speaker to connect with the crowd and gain their trust. As a talented public speaker, you become amiable and convincing, and you will actually want to motivate and try and engage the crowd⁴⁷. The capacity to illuminate is one of the main parts of public talking. From introducing research papers and PowerPoint introductions in school to introducing thoughts and pitches to clients, educational public talking is a fundamental part of a fruitful profession across all work fields. A decent useful discourse imparting information regarding a matter to a group of people, improves their comprehension and causes them to recollect your words long later . A review did by a social scientist, Andrew Zekeri confirms that "Oral relational abilities are the main expertise that school graduates found valuable in the business world⁴⁷. Relational abilities upgrade one's capacity to cooperate with experts and individual partners in a certified and formed way. Public talking works on these abilities and subsequently, takes one a more commendable

possibility to action up and prevail in one's picked field⁴⁷. Career ways that can be investigated in this field include: Speaker and Persuasive orator

3. Graphic Designing

Career paths that can be explored in this field include:

- i. Graphic Designer
- ii. Graphic Instructor

4. Content Creation and Management

A content creator is somebody who makes engaging or instructive material to be communicated through any medium or channel. Content creation particularly relates to advanced content, since that is where most of content is consumed⁴⁸. For organizations, content creation can mean making bulletins, messages, computerized showcasing materials, leaflets, virtual entertainment, articles, yearly reports, advertorial, publication, and company interchanges, and more. To completely comprehend what a substance maker is and does, figuring out what "content" is significant⁴⁸. In the distributing, correspondence, and craftsmanship ventures, content can be characterized as all the data and encounters, like composition, discourse, or other different expressions, communicated through a medium to impart worth to an end user. More significant for business, content is the stuff that clients, perusers, or watchers determine esteem from. At its most essential level, content creation/management include⁴⁸:

◆ The information and/or experience

- The medium/channel in which the information is delivered
- Any beneficial features the medium adds to the information or experience⁴⁸

It's worth noting here that while the *medium* for delivery is essential to content, it's not the most important part of the trio above. Information and experience are king. Without them, the medium has essentially no value⁴⁸. More and more, businesses are understanding the value of working with content creators. They see that high-quality content inspires users to take action and can foster community and loyalty through interaction with the brand, its community or both.

Career paths that can be explored in this field include:

i. Creative Director: A creative director is someone who oversees the creative image and presentation of a company. Creative directors are found in advertising agencies and media companies, but they also appear in areas that are not typically thought of as creative, such as banking⁴⁹. Creative directors may be treated as part of the management team, with real managerial authority within the company, or they may simply head their specific departments, managing the people in them but not necessarily shaping the direction of the company⁴⁹. Presentation is everything, whether or not a person works in an industry where presentation is part of its business model, like fashion, media, or advertising. Creative directors work with the managers of the company to determine what kind of image a company wants to present, and then they very tightly control the company's image to ensure that it retains its integrity⁴⁹. For example, if a bank wants to present itself as a company that welcomes small depositors and retains a cooperative community spirit, a creative director would help present the bank in this light, stressing community connections, small-town values, and a welcoming attitude in everything from how the tellers dress to how statements are formatted⁴⁹. Creative directors oversee the art department which is responsible for generating graphic presentations of the company, but

they also deal with copywriters, designers, and all company employees who are involved in some way with the company's image. A creative director may help to mastermind an ad campaign, assist a company with a radical shift in its image, or supervise public relations staffs who handle press conferences and media inquiries⁴⁹.

ii. Social Media Influencer: An influencer is a powerhouse in virtual entertainment are individuals who have gained notoriety for their insight and skill on a particular theme. They make customary posts about that point on their favored virtual entertainment channels and produce enormous followings of excited, connect with individuals who give close consideration to their views⁵⁰. Brands love online entertainment powerhouses since they can make drifts and urge their devotees to purchase items they promote⁵⁰. Powerhouses can be isolated into various kinds of forces to be reckoned with in more than one way. Probably the most well-known strategies are by adherent numbers, by sorts of content, and by the degree of influence⁵⁰. They can likewise be assembled by the specialty in which they work. This implies that forces to be reckoned with who might show up in a low class by one measure might appear to be more powerful when checked in one more manner out. For instance, numerous super powerhouses are additionally celebrities⁵⁰. However these gatherings frequently have less genuine effect on their crowd since they need mastery in a devoted thin specialty. Some miniature and even nano-forces to be reckoned with can hugely affect supporters in their expert specialty. They might be of critical advantage to a firm selling an item focusing on that sector⁵⁰.

Social media influencers are individuals with countless devotees on their informal communities. Despite the fact that there are no proper guidelines on the limits between the various kinds of devotees/followers, a typical view is that super influencer have more

than 1 million supporters or no less than one social platform⁵⁰. Numerous influencers are superstars who have acquired their distinction disconnected - famous actors, sports individuals, performers, and even unscripted television stars. Some super forces to be reckoned with have acquired their tremendous followings through their on the web and social activities⁵⁰. Anyway Just significant brands ought to approach them as a force to be reckoned with showcasing. Their administrations will be expensive, up to \$1 million for each post, and they will probably be incredibly fastidious about with whom they decide to accomplice. In practically every case, super forces to be reckoned with will have specialists chipping away at their sake to make any promoting deals⁵⁰. Large scale influencers are one stage down from the super forces to be reckoned with, and perhaps more open as powerhouse advertisers. Individuals with devotees in the reach somewhere in the range of 40,000 and 1 million supporters on an informal organization are large scale influencers⁵⁰. This bunch tends to comprises of two sorts of individuals. They are either B-grade superstars, who haven't yet come to easy street. Or on the other hand they are fruitful internet based specialists, who have developed more huge followings than the commonplace miniature powerhouses. The last option kind of full scale powerhouse is probably going to be more valuable for firms participating in powerhouse marketing⁵⁰. Large scale powerhouses for the most part have a prominent and can be fantastic at bringing issues to light. There are more full scale powerhouses than super forces to be reckoned with, so it ought to be simpler for a brand to find a large scale force to be reckoned with able to work with them.

4.Nollywood: Nollywood emerge as, the iconoclastic Nigerian popular film culture in 1990. It was met with ambivalence and even decision, in normative African cinema

circles partly because of its rough and ready production practices, stylistic melange, drum soundtracks, stilted dialogue, prevalent technical lapses, chaotic straight to video distribution, commerce driven themes and melodrama⁵¹. Nollywood, the Nigerian film industry has grown over the years. The story lines, production quality, and popularity has significantly changed for better. Film makers are taking the creative efforts in telling stories from a Nigerian perspective seriously. The amount of revenue the country pulls in and the international distribution and access to film is increasing its popularity⁵². Nollywood, the Nigerian video film industry has come very far from being an instrument, which the colonists used to propagate their ideas and principles in the mind of their subjects, to being an international phenomenon that is the most visible media form of cultural representation of Nigeria. Career opportunities to explore in Nollywood, include:

i. Actress/Actor: An actor's job is to fully represent the character they are playing and to convince their audience that the character is real by engaging them and drawing them into the story. This applies to major roles and smaller parts, as all roles combine to create a successful production⁵³. There are many ways to get into character and actors often research the jobs, hobbies, or activities of the characters they play so they can put themselves in that frame of mind. Physical appearance can be important in creating a character as well, and actors will often lose or gain weight, or change their hair colour to physically create the character they are playing⁵³. If the part demands any kind of emotional drama (for example, coping with a death), an actor often researches people who have experienced what the storyline depicts to realistically understand and convey the emotions involved⁵³. An Actor portrays a character in a film, using their physical presence or voice. It involves researching

every aspect of the character, memorizing dialogue the Screenwriter has written and developed their own emotional life so it can be authentic on screen⁵³.

ii. Film Director: the idea that the Film Director is an intense individual in a chair the Movie Chief is an extreme person in a seat suspended high over the set or tensely pacing the floor prior to hollering, "Cut!" is the cliché picture of a chief at work. Notwithstanding, coordinating entertainers is just a single piece of a director's role⁵⁴. The film producer of a movie recruits the director. Subsequent to concentrating on the content, the director tryouts or screen tests and chooses the cast, now and again with the assistance of the producer. Booking practices are important for the director's liability. Practices occur for a long time, with the director encouraging entertainers on where to stand, how to convey lines, and the outlook or feelings of their characters⁵⁴. Meanwhile, the director frequently talks with set planners, cinematographers and ensemble fashioners to ensure the set and outfits look as the director imagined them. Subsequent to recording begins, the director as a rule orders numerous takes of every scene, adding course depending on the situation, until he's happy with it. Directors might designate errands to at least one collaborator chiefs, for example, signaling the entertainers, reminding them when to go on set, and directing set changes⁵⁴. Albeit the maker is accountable for keeping the creation on spending plan while the chief handles the imaginative parts of the movie, actually, the chief must likewise be aware of the spending plan and the significance of keeping the activity moving. It's a difficult exercise of requesting the most ideal exhibitions from the entertainers and remaining on time and inside budget. When shooting has gotten done, the director works with the film editors to alter scenes and

exchange, add final details, for example, audio cues and produce the last variant of the film⁵⁴.

Most movie directors have a four year college education in film or film, however some have degrees in screen composing, theater or correspondences. Before they break into coordinating, chiefs need to have quite a long while of involvement working in the business in related jobs like screenwriters, sound and video editors, or actors⁵⁴. Effective movie chiefs have great administration and relational abilities as well as innovativeness. The occupation is more than requesting individuals to do things a specific way. Great pioneers make individuals need to tune in and steer heading, to do their part to make the film one that they are glad for and that the public needs to see⁵⁴.

iii. Script Writer: Screenwriters are an essential part of any film because they're responsible for creating the dialogue, characters, and storyline that make up a movie script, or screenplay. Like television writers, screenwriters often specialize in a particular genre, such as comedy or science fiction⁵⁵. The job generally requires the ability to perform the following duties⁵⁵:

- a. Develop and research ideas for original movie screenplays.
- b. Create an initial framework, or treatment, for screenplays.
- c. Write or adapt a story into a script.
- d. Meet with film executives to pitch screenplays and ideas.
- e. Weave together visual elements in scenes with plot and dialogue.
- f. Work with producers and directors to edit and adjust the script as needed⁵⁵.

Screenwriters may come up with original material, write a script based on actual events, or adapt an existing work (such as a book, play, or film). For an adaptation,

screenwriters rewrite and rework existing material with legal permission. For scripts based on actual events, screenwriters must research writing⁵⁵.

iv. Film Producer: All along, the producer wears a wide range of caps during a film's culmination, for example, picking the right content and organizing the moving pieces of making a movie like composition, coordinating, and altering. Generally, film delivering can be two fundamental obligations by the maker: Advancement and Financing⁵⁶.

- **Advancement:** Well before pre-creation can begin, there normally should be something to deliver! It depends on the maker to find and find a story worth focusing on celluloid — a property that they own — whether it comes as a unique screenplay, a clever idea that is ready for variation, or even the biography or individual story from an intriguing subject⁵⁶. It isn't quite so natural as perusing a book, thinking "that'd make a decent film," then, at that point, collecting the team. A film maker should start and go into exchanges with whoever liable for the source material, with a definitive point being to gain the freedoms on their terms⁵⁶.
- **Financing:** When the film privileges have been purchased, the money related needs doesn't stop there. Makers are the ones who pitch the film to studios (or their boss) with expectations of getting funding, and from there on overseeing expressed funds over the lifetime of the creation to ensure everything is followed through on time and budget⁵⁶. In any event, when the film is in the can, the supporting obligations actually aren't finished. The appropriation of the end result likewise should be figured out, and that is decisively in the dispatch of the maker. All along, we can express that a maker wears various caps during a film's consummation, for example,

picking the right content and planning the moving pieces of making a movie like composition, coordinating, and altering. In general, film creating can be two fundamental obligations by the maker: Improvement and Financing⁵⁶. The recruiting of the producer and screen composing staff is almost consistently taken care of by the maker, yet from here things fluctuate by the person. Contingent upon the size of the task, the maker might wish to engage with hand-choosing any or all individuals from the team⁵⁶. Sometimes, in any case, that is left under the watchful eye of the film producer. On extravagant creations, common sense might direct that an ordered progression of makers are expected that the leader maker can delegate to. Through and through, the hierarchy of leadership runs this⁵⁶:

- Leader Maker
- Co-leader Maker
- Line Maker
- Managing Maker
- Maker
- Co-maker
- Planning Maker
- Counseling Maker
- Partner Maker
- Portion Maker
- Field Maker
- Alter Maker
- Post Producer⁵⁶

How much the film producer passes down the chain differs from one film to another, yet to make matters more confounded, the singular maker titles recorded above likewise accompanied separate obligations — for example, a planning maker will sort out booking and the division of work, while a managing maker might have a major hand in script revamps and the alter maker will supervise post-production⁵⁶.

v. Area Supervisor/ Location Manager: Inside the entertainment world, the essential occupation of the area chief is to explore and tie down the ideal areas to film a film. The area supervisor handles the imaginative side of tracking down suitable areas, however they additionally handle the coordinated operations expected to make that area work, such as paying the land owners, getting licenses, and alarming neighbors about the film shoot⁵⁷. The area supervisor reports to the creation originator yet teams up every now and again with the chief. The area supervisor directs and employs the whole area department⁵⁷. The area supervisor's work contrasts from other film group occupations in that they are not expressly engaged with the genuine recording. The area director just searches for and keeps up with the space where shooting is set to happen. The area administrator is answerable for finding and securing shooting areas before creation initiates. They are under a tight cutoff time to get areas before creation is set to start⁵⁷. Team up with the director and production designer: The location manager reads the script and works with the director to get an idea of the types and number of locations needed, and the director's vision for those locations⁵⁷. The three individuals will also discuss non-creative logistics like whether or not the location needs a base camp (the area where all the trailers are parked), how many crew members are needed at each location, etc⁵⁷.

a. Hires the team: The location manager oversees the locations department and is in charge of hiring the various members. The assistant locations manager assists the location manager by managing the current set while the location manager prepares the next location⁵⁷. The location scout is the first to scout locations, photograph them, and report their findings back to the location manager. The location assistants are available to perform any task the location manager might need. They primarily keep the locations clean during filming, assist in cleaning up a location after filming has wrapped, and sometimes field inquiries from neighbours or control pedestrian traffic through a shoot⁵⁷.

b. The location manager also visit the locations: The scouting process is lengthy, with often three or four visits to a single location before a decision is finalized⁵⁷. The location manager steps in to narrow down the location scout's options and to take photos for reports back to the director and production designer. During a location scout, the location manager will consider the following questions⁵⁷:

- Is there enough power for the shoot?
- Is there water and access to toilets?
- Where can trailers be parked?
- Is there parking cast and crew at the location?
- Where is the nearest hospital?
- Clears the location: Once the Location Manager decides on a location, they begin the process of clearing the location, which includes:
 - Negotiating contracts and rates with the location owners.
 - Getting film permits from local authorities and police.

- Getting an insurance policy for the location⁵⁷.

Ensuring the location complies with all health, safety, and security requirements.

Distributing “resident letters” or “filming notifications,” which are written memos that alert neighbours in the area of filming production and how long it will take.

These often include direct contact information for the locations manager⁵⁷.

d. Locks the location: If all goes well in clearing the location, they enter a phase referred to as “locking down a location,” which means the contracts are signed and the location is secured. During this phase, the location manager will make sure the crew has everything they need at the location⁵⁷. This can include⁵⁷:

- Providing power sources and generators.
- Installing a portable air conditioning unit.
- Hiring a cleaning company: Hiring private security to watch the set overnight.
- Rents dumpsters, tables, and tents for catering⁵⁷.

vi. Set Designer: A set designer is someone who is in charge of designing and creating sets for films, television, and theatre (sets are the physical surroundings in which all the action will take place during the production)⁵⁸. Rough drawings and ideas from the production team are taken and turned into realistic buildings that include scenery, draperies, furniture, and props. Set designers often work with directors, dancers, costume designers and other crew members. A set designer will typically read a script many times over, both to get a feel for the style and tone of the script and to make a detailed list of requirements for scenery, furnishings and props⁵⁸. Meeting with the director and the design team are usually scheduled to discuss the details of the set and the director's interpretation of the play. The set designer's main

goal is to figure out everything that may be needed based on the dialogue in the script. When all is said and done, the set will hopefully create the correct mood and atmosphere, and be able to give the audience clues as to the time of day, location, season, and historical period⁵³. After reading the script, the set designer will produce plans, drawings and miniature three-dimensional models of the set. Floor plans are drawn to scale showing from above the layout of each set and the placement of the furniture and large props⁵⁸. Front elevations are also given to show a view of the set from the front and to show details like windows or platforms. These visual aids help to make sure that all involved in the production process understand each other⁵⁸. A set designer that works in a theatre may be a little restricted as to what they can do, as they are often limited to the size of the stage. These set designers need to keep in mind that the performance is in front of a live audience and that the set may also need to be very portable. A set designer that works for movies and films are not as limited and are often able to build much larger sets⁵⁸.

Set designers will also prepare an estimate of the set costs and keep track of the budget. They may also attend rehearsals and offer creative suggestions for the movement and grouping of the actors⁵⁸. A set designer's work is essentially complete once the show opens. The stage manager and backstage crew will then take over to make sure that every aspect of the production runs just as the set designer intended⁵⁸.

vii. Film Marketer

viii. Film Distributor among many others

5. **Research:** Many scholars have identified research in different ways. Some are of the view that the word research is derived from the french word “researchee” which

when translated means searching and searching⁵⁸. It then follows that for one to engage in searching, the expected outcome of the search must be important to the searcher otherwise there will be no need for the search. Research is therefore the systematic inquiry by which we increase our knowledge of how things are, why things are the way they are and how they can be changed⁵⁸. Career paths to explore in this field include:

I. Professor/Lecturer of Communication and Media: “Post-secondary” is a term one is not likely to hear very often at any type of campus, even if it does refer to education that takes place past the high school level. However, one will hear people refer to “professors,” “lecturers” and “adjuncts,” so it's smart to get the terms squared in your mind as you sort through college professor requirements. At the same time, it will help to remember that like any vernacular, people in higher education sometimes are known to blur theirs, too⁵⁹.

II. Professors work full time at colleges and universities, splitting their time between teaching and advising students and conducting research in their field of expertise. Many, but not all, professorships place teachers on what is known as a “tenure track,” which means that they're working to acquire a status under which they cannot be fired without just cause. Simply put, tenured teachers enjoy job security⁵⁹.

ii. Media Researcher

iii. Media Consultant

6. Journalism: From the inception of journalism as an area of specialization in Mass Communication studies among Nigerian universities in the 1960s, enrolments have

been largely populated by Nigerian Students⁶⁰. Journalism practice is the most traditional career path one can trail after studying Mass Communication. This is a broad term that encompasses so many things. To start with, journalism in its very conservative form consists of broadcast and print. In both branches, one can aspire to be a reporter, a proof-reader, an editor or a reviewer. One can aspire to be newspaper columnist or a newscaster in the broadcast journalism in both Television and Radio⁶¹. Journalism has been approached in pockets, each of which has isolated aspects of the phenomenon from the others: Such compartmentalization has worked against a clarification of what journalism is, examining journalism's partial workings rather than its whole⁶².

The result has been a terrain of journalism study at war with itself, with journalism educators separated from journalism scholars, humanistic journalism scholars separated from scholars trained in the social sciences, and a slew of independent academic efforts taking place in a variety of disciplines without the shared knowledge crucial to academic inquiry. Alongside these efforts, journalists have long resisted the attempts to microscopically examine their work environment⁶². Career opportunities that can be explored in this field include:

i. Reporting and Correspondence: News reporters and correspondents, also known as journalists, gather news and keep the public informed about important events. They may obtain the information they need from a number of sources, including personal interviews, news briefings—question-and-answer periods during which journalists meet with government officials—and reports from wire services such as the News Agency of Nigeria⁶³. Reporters and correspondents compile this

information and then relay it as news. Newspapers, magazines, television, and radio depend on reporters and correspondents to keep readers, viewers, and listeners informed⁶³. Reporters play an active part in getting information on current events. They spend a large part of the day investigating news before sending in their stories. Some reporters specialize in covering the news in a certain field such as Science, Politics, or Crime. Others are given a general assignment, covering all the news events in a certain town or county⁶³. A few reporters work as correspondents in bureaus located far from the home office. Correspondents are sent to places where important events are likely to happen. There they cover news outside the reach of the local office⁶³.

ii. Investigative Journalism: Investigative Journalism means the unveiling of matters that are concealed either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances - and the analysis and exposure of all relevant facts to the public. In this way investigative journalism crucially contributes to freedom of expression and media development⁶⁴. It is also known as *exposé* journalism, adversarial journalism, in-depth journalism, muckraking journalism, advocacy journalism, public service journalism, watchdog journalism and journalism of outrage. These names have various definitions, which reflect numerous conceptions⁶⁵. Among the layman, the term investigative journalism invokes a picture of crime reporting. For some, any news is investigative because it requires research before the reporter can write the news. However, daily news and investigative news have differences, especially in terms of their depth, issues covered, focus and even the information-gathering techniques⁶⁵. Investigative

journalism is a form of journalism where reporters go in-depth to investigate a single story that often uncovers secrets, corruption, reviews government policies or draws attention to social issues⁶⁵.

iii. Photo Journalism and Photography: The word photography is derived from two Greek words *phos* (light) and *graphe* (write). This means that in photography, photographers write with light. The term photography is owed to Sir John Herschel who first used it in 1839. This was the year when the photographic process became public⁶⁶. By description, photography is the production of permanent images by means of the action of light on sensitized surfaces. It is the process or technique of producing images that mirror reality. Photography is a language. It captures and mirrors reality; therefore it is near-reality and not reality⁶⁶. The world of communication has greatly benefited from various types of photography, but journalists have contributed more to mass communication. The term photojournalism is credited to Frank Mott, Dean of the Journalism School, University of Missouri, who in 1942 helped to establish a separate academic sequence for photojournalism instruction at the University⁶⁶.

As in every other career, the first good motivation for being a photojournalist is interest. It is the initial interest that ultimately makes the job interesting. Photojournalism gives the opportunity to travel to great places and meet great people. It also gives the photojournalist the opportunity to express his or her creativity to the fullest⁶⁶.

iv. Columnist: **Columnist**, the author or editor of a regular signed contribution to a newspaper, magazine, or Web site, usually under a permanent title and devoted to comment on some aspect of the contemporary scene⁶⁷. The column may be humorous or serious, on one subject or on life in general, frivolous in tone or heavily

freighted with good advice on manners, morals, or other subjects of interest. Essentially a column is a reflection of the writer's individual tastes and point of view, whether it is concerned with women's hats, foreign policy, or the stock market⁶⁷. The word *columnist* is of relatively recent origin, apparently dating to about 1920, but columns themselves came earlier. The late 19th century saw the development in the United States, of humorous miscellanies frequently featuring contributions from readers⁶⁷. Among the pioneers in this form were Eugene Field and Bert Leston Taylor. In the early 20th century the role of the columnist who presided over these collections of diverse elements became more defined, and the modern column emerged⁶⁷.

v. **News Director** : A news director sets newsroom journalistic standards that govern who, what, where, when and why a particular news event is covered – or not covered. News directors make certain the journalistic integrity of the station remains uncompromised, map out coverage strategies and plan assignments that showcase the talent in ways compatible with the station's image goals. This is a coveted position to which many ambitious journalists aspire (unless they want to go even higher and become the GM)⁶⁸.

Typically long-range thinkers, news directors identify future scheduled events and plan coverage around them that allows the station to take ownership of the event and shine brighter than the competition⁶⁸. The event could be an elite sporting event, political debate, huge charity spectacular or other special function. News directors must also plan for the unexpected and are expected to react well in a crisis, keeping the news staff focused and committed to performing under extreme tension and

stress⁶⁸. Management duties for this position include financial aspects such as developing budgets that allow leeway for overtime when the unexpected occurs. News directors understand that while their foremost focus is on journalistic excellence, television is also a business of revenue and ratings⁶⁸. Staff within the sales department will often ask news directors to cover client-generated topics or events, and it is up to the news director, sometimes in consultation with the general manager, to determine potential conflicts of interest in these situations⁶⁸.

Vi. News Anchors: are the foundation upon which the news team is built – they are the most recognizable station ambassadors to the public⁶⁸. Generally news anchors have worked their way up through the reporting ranks, although some may have started on the production side. They are competent journalists, that anchors write and package their own special reports as well as read copy prepared by other team members⁶⁸. With today's technology, more anchors are stepping out from behind the anchor desks to do "live remotes" and report on the higher profile stories. At smaller stations, weekday news anchors have formal reporting duties incorporated into their roles. At larger stations, it's generally only the weekend anchors that have this double duty⁶⁸.

vi: Freelancer: One area of employment where journalism is distinct from other industries is the large number of freelance journalists who produce thousands of pages of copy and fill the rotas in journalism⁶⁹. There has been a trend away from in-house programme development towards the use of independent production houses. Programmes are increasingly being commissioned externally, with budget and staffing risks being transferred to the independent producer. This has a direct effect

on staff working in television. Media unions have reported that many former employees of broadcasters are now working as freelancers or for independent producers⁷⁰.

2.1.6. Concept of Job Satisfaction

The worldwide fame of job satisfaction has drawn in the consideration of different scientists and scholars. Generally, most meanings of occupation fulfillment investigate the inclination, a representative has towards their job⁷¹. Significance in work and importance of work are many times utilized reciprocally in the writing, despite the fact that they are as a matter of fact particular; importance in work alludes to how much significance individuals experience (i.e., "How significant is the work?"), while significance of work alludes to what precisely gives individuals the significance they experience (i.e., "What makes it so?")⁷². Normally, individuals frequently have altogether different responses to these inquiries. Certain individuals depict fill in as futile, though others portray function as significant because of their connections at work, their encounters, their profound viewpoint, or the association among work and the remainder of life, among numerous other conceivable sources⁷². Experts of human asset the executives give definition and audit of occupation fulfillment according to alternate points of view. In any case, by and large, work fulfillment is characterized as a demeanor and a sensation of a laborer toward their job⁷³. Work fulfillment is a compelling or profound reaction to different parts of the gig. This definition implies that work fulfillment is definitely not a solitary idea. An individual can be somewhat happy with one part of the gig, yet not happy with the other aspects⁷³. This definition means that job satisfaction is not a single concept. A person can be relatively satisfied with one aspect of the job, but not satisfied with the other aspects⁷³.

Job or work is an important aspect of an individual's life and it occupies a lot of personal and professional time compared to any other activity. Satisfaction is the pleasure felt after a need is fulfilled⁷⁴. One would suppose a person is satisfied when his or her expectations or desires or requirements have been met. Job satisfaction describes how much extent an individual is pleased, comfortable or satisfied with his or her job⁷⁴. It is a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences⁷⁴. In current organizations, job satisfaction is a crucial subject of attention which is very considered by the higher authorities, policy makers and top executives because this issue is related to many other significant issues of organisations⁷⁴.

Job satisfaction can be considered as one of the main factors when it comes to efficiency and effectiveness of business organizations. In fact the new managerial paradigm which insists that employees should be treated and considered primarily as human beings that have their own wants, needs, personal desires is a very good indicator for the importance of job satisfaction in contemporary companies⁷⁵. When analyzing job satisfaction the logic is that a satisfied employee is a happy employee and a happy employee is a successful employee⁷⁵.

Job satisfaction refers to a person's holistic attitude towards his job. It is a delightful affective state emanating from the review of a job as achieving and facilitating the achievement of expected value⁷⁶.

Job satisfaction can be viewed as a concept based on the assertion that the happiest workers are also the most productive workers and that when people are happy in their work, their job does not feel as if it is work⁷⁷. Many variables make a difference

in the levels of job satisfaction experienced by workers. Some variables are found within the organization, some within the framework of the job itself, and others are inherent in each worker's character and personality.

Going a little deeper and fast-forwarding to this century, job satisfaction has been called a set of favourable or unfavourable feelings and emotions with which employees view their work⁷⁷. Motivating employees for better job satisfaction and performance is very crucial for managers; they need to understand the types of existing motivations and know the nature or personality of their employees and what makes them motivated so that they appropriately motivate them⁷⁸. This will go a long way in helping retain high performers in the organization as there will be satisfaction⁷⁸. Job satisfaction is also widely known as a means of facilitating employee motivation. This can be in form of increased productivity, long term job provision and organizational efficiency⁷⁹. Job satisfaction is now a part of everyday corporate life. It is an important component of office management. Employees and employers have different reasons for adopting conditions to promote job satisfaction⁷⁹.

Employers view job satisfaction as a catalyst for better performance, less absenteeism and greater productivity. Satisfied employees produce high quality work than their dissatisfied employees. Employees who are satisfied with their job usually have high work motivation, to provide high quality work performance⁷⁹.

Job satisfaction will produce the perception and ultimately will result in behaviour. This behaviour is required in delivering performance. Individuals who are satisfied with their work will perform good behaviour and vice versa, those who are not

satisfied with their work usually will perform bad behaviour⁸⁰. Job satisfaction is sometimes used as the indicator in managing a company. The monitoring process of individual job satisfaction will provide feedback for the company. If people are satisfied, then they will increase their work performance⁸⁰.

An individual who enters and joins an organization or company has a set of desires, needs, desires and past experiences that come together and form a hope that is expected to be fulfilled in the workplace⁸¹. Job satisfaction will be obtained if there is a match between the expectations of workers with the reality encountered and obtained from their place of work⁸¹.

A person's job satisfaction is usually strongly influenced by internal and external factors. A comfortable and pleasant work atmosphere will increase motivation at work so that it will make employees feel satisfied in doing the work, but if the opposite happens it can cause a decrease in work motivation which adversely affects employee performance⁸¹. This situation is not impossible to increase boredom and can reduce employee commitment to the organization⁸¹.

Job satisfaction can also be seen an important issue where efforts are taken and programs are initiated to fulfil it. The factors which influence the satisfaction of the employee are level of pay, promotions, type of working conditions, work load and stress level, respect from co-workers, good relationship with supervisors, financial rewards⁸². By safeguarding these factors the company can ensure the job satisfaction of the employee, thereby improve the productivity and grow into a successful organization⁸². In case if employee is unsatisfied with the present job there are chances for more absence, low turnover, less productivity, deliberately doing

mistakes, diverting interest for other conflicts⁸². Job satisfaction is an extremely useful weapon for evaluating and adjusting the management rules in accordance with employee opinion⁸². Under high levels of trustworthiness, the leverage of intrinsic motivation on satisfaction becomes stronger. Using extrinsic motivation by managers also works as it pushes the employees to do what they would have not otherwise done; however this motivation type is not very good because if there is high extrinsic expectancy, then intrinsic motivation reduces and yet the target should be towards getting the employee to enjoy what they are doing on the job⁸³.

2.1.7. Components of Employee Job Satisfaction

Five components of job satisfaction are;

1. Engagement
2. Recognition
3. Fair Compensation
4. Motivation
5. Life Satisfaction

¹ **Engagement:** The concept of employee engagement was first introduced in 1990 by Dr William Kahni. He suggested that people are involved in the work at three levels-physically, cognitively and emotionally⁸⁴. Engagement begins at the beginning of the employee life-cycle, from the candidate's experience, the recruitment process, continuing through on-boarding, career planning, learning and development, leadership and succession, and retirement or exit from the organization⁸⁴. However, employee engagement is a two-way street. Even if organizations follow the best practices in employee engagement, there is a specific

personality that employees must either possess or inculcate in themselves to be an excellent cultural fit for the organization. Individuals who display optimism, hard work, and positivity are more likely to be engaged in their work than those who don't⁸⁴. Employee engagement is the emotional commitment the employee has to the organization and its goals⁸⁵. This emotional commitment means engaged employees actually care about their work and their company. They don't work just for a pay-check, or just for the next promotion, but work on behalf of the organization's goals⁸⁵. Employee engagement is a concept that describes the level of enthusiasm and dedication, workers feel towards their jobs. Engaged employees care about their work and it's effect on the performance of the company⁸⁶. Engaged employees are in it for more than a pay-check and may consider their well-being linked to their performance, and thus instrumental to their company's success⁸⁶. Employers can encourage employee engagement in many ways, including communicating expectations clearly, offering rewards and promotions for excellent work, keeping employees informed about the company's performance, and providing regular feedback⁸⁶. Other strategies include making efforts to make employees feel valued and respected, and feeling that their ideas are being heard and understood⁸⁶. Engaged employees believe that their work are meaningful, believe that they are appreciated and backed by their supervisors and that they have been entrusted with the success of their company⁸⁴. Engagement initiatives in the following areas, spanning the entire employee life-cycle, can prevent the attribution of high-value and high-potential employees. The eight drivers of employee engagement include the following⁸⁴:

- i. Seamless Onboarding
- ii. Positive work culture
- iii. Access to productivity and time management tools
- iv. Learning and development opportunities
- v. Effective leadership and succession planning
- vi. Workplace wellness initiative
- vii. Flexibility
- viii. Rewards and recognition

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DRIVERS OF EMPLOYEE ENGAGEMENT



Figure 1: Drivers of Employee Engagement

Source: Puja Lawani, 2020

2. Recognition: Employees appreciate meaningful recognition for their work. Regular feedback and checking in on employees promote job satisfaction. This

feedback should be designed to communicate how the employees' efforts are helping the organization⁸⁴. Through employee recognition platforms, leaders can shout out to a specific employee or group of employees to recognize their achievements. These platforms allow for instant recognition among peers and senior leaders – delivering said recognition and rewards when they are due, not months later, during the performance appraisal. These platforms even allow employees to choose their rewards, when eligible⁸⁴. Companies are also resorting to social media to boost engagement by publicly recognizing their employees. This can be a great way to make them brand ambassadors for the organization by demonstrating their own recognition and achievements to the world.

People who feel appreciated are more positive about themselves and their ability to contribute to the success of the organization. Employees who understand how their efforts contribute to the organization's overall success are the most engaged, and therefore the least likely to leave⁸⁷.

3. Fair Compensation: Compensation or remuneration is a systematic approach to provide monetary value to employees in exchange for work performed by them. Compensation may achieve several purposes assisting in recruitment, job performance and job satisfaction⁸⁸. Compensation plays a significant role in influencing job-satisfaction. This is because of two reasons. First, money is an important instrument in fulfilling one's needs; and two; employees often see pay as a reflection of management's concern for them⁸⁹. Consequently, employees want a pay system, which is simple, fair and in line with their expectations. When pay is seen as fair, based on job demands, individual skill level, and community pay

standards, satisfaction is likely to result⁸⁹. Compensation is a reward given by the company to individuals in the businesses. Compensation can lead to increased motivation and performance of individuals, although in some cases this is not always significant⁹⁰.

Someone works to give time, thoughts, and energy to the organization and as a counter-achievement, the organization must provide appropriate compensation. Compensation plays an important role because in general employees want balanced compensation from the company, also expect guaranteed welfare for themselves and also their families while they are still actively working and when they reach retirement⁹¹. With a balanced compensation, employee welfare will be met and it is hoped that employees will get satisfaction so that the organizational commitment of employees to the organization will be high⁹¹.

Compensation can also be given in the form of incentives that are contra-achievement outside of wages or salaries and have a relationship with achievement so that it is also called as pay for performance or payment for achievement. If wages and salaries are given as a counter-performance against the worker's standard performance, the incentive is additional compensation for performance above the specified standard⁹¹.

In addition to wages, salaries and incentives, employees can be given other stimuli in the form of rewards. The difference between incentives and rewards is that incentives are motivational so that employees increase their performance, while employee rewards are more passive. For their work performance, superiors give other additional awards to employees⁹¹.

4. **Motivation:** Motivation in Latin is “*movere*”, which means to “transfer” or “push”. Motivation fulfil the financial opportunities of the workers and regulates their social needs (working hours, social security, etc.)⁹². It responds to workers’ need of self-realization (making decisions, taking initiatives, having the right to speak in management). Similarly, it enables one to make plans that enhance the skills of the workers, increase the efficiency of the organization and workers and, therefore, creates conditions of competition towards working in better conditions⁹². Also, it enables the employees to display their creative thoughts and leadership skills and to benefit more from the present motivational opportunities and increases the positive competition amongst the employees⁹².

There are certain factors that can possibly motivate the employee to do a better job. They include⁹³:

i. Job Growth: When an employee joins a company he or she as well looks for the scope of growth within the company. A constant growth both in job knowledge, training and orientation on job role helps in motivating the employee performance⁹³.

ii. Job Variety: Job variety does not mean trying a hand on different types of jobs but a role expansion. An essential factor that comes with a job is expansion. Naturally raising the managing responsibility of the employee, this challenges the employee on his capacity to manage things better⁹³.

iii. Job Recognition: Timely recognition for the job well done does a better motivation to an employee than anything. The job recognition can be from notifying co-workers on the achievement, bonus salary, increment, achievement perks, awards, certificates etc.⁹³.

5. Life Satisfaction: Job satisfaction is a psychological concept that refers to job related attitudes and characteristics such as pay and reward, policies, leadership behaviours, management styles and co-workers. These characteristics are influenced to a large extent by a person's disposition which brings about life satisfaction⁹⁴. The term is sometimes used interchangeably with happiness, but they are indeed two separate concepts. Life satisfaction is the evaluation of one's life as a whole, not simply one's current level of happiness.

2.18. Journalism in the 21st Century

Public interest is central to the argument on ethical values of journalism. This means that whatever decisions a journalist is taking; he should be comfortably settled in his conscience that it is in the best interest of the public. As important and central public interest is in the discourse of ethical values of journalism, it is equally tricky and easy to manipulate⁹⁶. Often times journalists especially the investigative ones intrude into the privacy of individuals, especially the public figures in the name of the holy public interest. This brings us to the argument of leaving the individual journalists to decide provided we can be certain of their good moral standing. Attempt to enforce code of ethics in journalism will reduce them to some legal codes to be decided in the court room, the consequences of which is eliminating the human face from the profession of journalism⁹⁶.

One of the changes that online journalism has created in journalistic practices is the transformation of job descriptions, which are dependent on the change and diversified manner in which journalists now operate as a result of technological developments⁹⁷. Firstly, Internet technology, which offers multimedia facilities, has

increased the demand for journalists who are capable of producing content that presents news incorporating elements such as images, sound, graphics and animation⁹⁷.

One of the profoundest, and probably, the most visible implication of new media as it affects journalism is the blurring of line between news producers and news consumers, as both now operate from the same platform. With this development, the 21st Century journalists and perhaps, journalists of the future can no longer boast of professional exclusivity as regards information gathering, processing and distribution⁹⁸.

Journalism, unlike medical and legal professions, is not a licensed profession; with or without a degree in journalism, anybody can call him or herself a journalist. In the era of Internet, this becomes even more palpable because with an Internet-enabled small mobile phone, an individual can post a story or photograph that will draw the world's attention. With the amenability of journalism profession to all comers, many have shown their genuine concern on where lies the future of journalism education⁹⁸.

This seeming democratization of news space is threatening the mainstream media organizations which are usually constrained by some professional codes, ethics, values and standards. While the professional journalists are still struggling to sieve their news materials through the lens of their ethics, values and standards, the citizen journalist who is so eager to be the first to report, without much restraints, sends out the material to public domain at little or no cost⁹⁸. By the time the traditional journalist would release the news material which most of the time, has to pass through some procedural and professional sifting, the value of the news had

diminished. This has compelled many to ask if the services of professional journalists would be needed in future⁹⁸.

For journalism education to remain relevant in the 21st Century, journalism practices should be able to equip journalism students with requisite skills and knowledge that will make them excel in their professional career and be relevant to their employers⁹⁸.

2.2 Theoretical Review and Framework

2.2.1 Two-Factor Theory of motivation

This theory was propounded by Fredrick Herzberg in 1959. Fredrick Herzberg was a psychologist who came to be interested in the behavioural patterns of the people when doing the job. He noticed that the attitude of the people in the working environment differs which also affects the achievement of job goal and employer or employee job satisfaction. The right balance on the environment and attitude helps to have a completely satisfactory job. Herzberg in 1959 while observing a group of workers proposed the two-factor model or hygiene motivation theory⁹⁹

He stated that there are certain things that satisfies and dissatisfies for employees at work. Intrinsic factors are related to job satisfaction while extrinsic factors are associated with dissatisfaction¹⁰⁰. He devised his theory on the question: “What do people want from their jobs?” He asked people to describe in detail such situations when they felt exceptionally good or exceptionally bad. From the responses that he received, he concluded that opposite of satisfaction is not dissatisfaction¹⁰⁰.

Removing dissatisfying characteristics from a job does not necessarily make the job satisfying. He states that the presence of certain factors in the organisation is natural and the presence of the same does not lead to satisfaction¹⁰⁰. However, their non

response leads to dissatisfaction. In similar manner there are certain factors, the absence of which causes no dissatisfaction, but their presence has motivational impact¹⁰⁰.

Herzberg concluded that two major factors influence employee motivation and satisfaction with their jobs and these are⁹⁹: Hygiene factors and motivation

A. Hygiene factors

Hygiene factor does not mean ones' hygiene and cleanliness. Herzberg's hygiene factor refer to factors necessary to get the motivation in the work; the very basic factors that essentially run the workplace. Lack of such factors can lead to dissatisfaction in the environment. Such factors include: Salary, Working Condition, Bonuses and Incentives among many others ⁹⁹.

This theory provides the framework for this study as it explains that without career progressing inducers such as hygiene and motivating factors, employees won't derive job satisfaction.

B.Motivation: this includes factors such as recognition, engagement and achievement, responsibility and advancement⁹⁹. Motivating factors are key indicators of career progression. This theory suggests that the availability of previously stated motivating factors assures journalists of career progression in their respective workplace, the manifestation of which brings about job satisfaction.

2.2.2.Theory of Change

This theory explains the stages an employee works through or get to the point of satisfaction or dissatisfaction in the course of working in an organization.

A. Stage 1 – becoming motivated to change (unfreezing)

This phase of change is built on the theory that human behaviour is established by past observational learning and cultural influences. Change requires adding new forces for change or removal of some of the existing factors that are at play in perpetuating the behaviour¹⁰¹.

B. Stage 2 – change what needs to be changed (unfrozen and moving to a new state)

Once there is sufficient dissatisfaction with the current conditions and a real desire to make some change exists, it is necessary to identify exactly what needs to be changed, if not already articulated in the first stage. At this stage it is critical to have a clear definition of the desired state that is to occur after change is accomplished¹⁰¹.

I. Stage 3 – Making the Change Permanent (Refreezing)

Refreezing is the final stage where new behaviour becomes habitual, which includes developing a new self-concept & identity and establishing new interpersonal relationships¹⁰¹.

This study seeks to evaluate the behaviour and perception of journalists towards career progression as a determinant for job satisfaction. This is done with the intention to identify problems and situations that needs change in career building in media, create a plan for positive changes and recommend such changes to appropriate parties to promote career progression and job satisfaction among media practitioner.

2.2.3 Relevance of Theories to the Study

Fredrick Herzberg, two-factor theory of motivation and Kurt Lewin's theory of change provided the theoretical framework for this study. The two factor theory

grouped factors that induce job satisfaction among journalists into two; hygiene factors (such as salary, working condition, bonuses and incentives) and motivating factors (such as engagement and recognition). These factors stimulate job satisfaction among journalists because they serve as indicators and variables for measuring and determining career progression.

Kurt Lewin's theory of change established three stages that determine a journalist's satisfaction or lack thereof with his or her job.

Stage 1 – becoming motivated to change (unfreezing)

Stage 2 – change what needs to be changed (unfrozen and moving to a new state)

Stage 3 – Making the Change Permanent (Refreezing)¹⁰¹.

This theory explains that journalists identify problems and situations that need change as regards the status of his or her career, create a plan for positive changes and recommend such changes to appropriate parties to promote career progression and job satisfaction. Work towards harnessing the opportunities for career progression. Lack of support on the part of the journalist's employer through these stages may rob such a journalist of his or her job satisfaction.

2.3. Review of Empirical Studies

2.3.1. Determinants of Career Progression

A study on the elements impacting career progression of coaches in open essential educators' trade schools in Kenya looked to decide the impact of orientation, Educators Administration Commission (TSC) adherence to career progression strategy rules and guides' openness to proficient improvement on vocation movement embraced an expressive review with 264 mentors haphazardly examined from eight public essential

Educator Trade schools. Out of the 264 tested, 207 coaches returned the surveys for investigation. Information was gathered involving a survey for mentors, interview plan for Directors and TSC officials. One way Chi-square and straight relapse investigation (at $\alpha = 0.05$ degree of importance) were utilized to test the connection between every variable that guides career progression. The investigation discovered that orientation was not altogether connected with mentors' career progression. Further investigation uncovered that openness to proficient improvement affected mentors profession movement emphatically. The review inferred that mentors' orientation had no critical relationship with career progression. Nonetheless, openness to proficient turn of events and adherence to strategy rules by TSC impacted vocation movement decidedly, which is positive outcome for this review. The review prescribed that there is need to build the quantity of chosen positions in Essential Educator Trade schools to furnish guides with additional possibilities of career progression. Over all the review suggested that guides ought to be consistently presented to proficient turn of events in order to refresh their expertise and competence¹⁰².

Another study examined the variables impacting career progression of working ladies in wellbeing administrations: A case from Kathmandu Valley in Nepal saw that females working in wellbeing administration associations have consistently expanding strain to foster their profession in higher positions around the world. Accordingly, the review expected to evaluate factors affecting the vocation movement of female workers in wellbeing administration associations. A cross-sectional blended strategy was embraced in which a complete 110 female representatives from wellbeing administration associations were evaluated for quantitative review and 15 for top to bottom meetings.

Individual factors like vocation inclinations, people's speculation on training, and people's expertise and difficult work assumed a huge part in propelling profession. Female representatives were found to have double liabilities both at home and at work. Their vocation objectives were changed after marriage and having youngsters. They face segregation and lewd behavior and need tutoring, training, and social help in the work environment. Exchange between the socio-social and hierarchical elements was apparent for vocation development. Keeping up with the harmony among work and day to day existence with being exposed to orientation generalizations gaining the respondents hard to headway in their vocation. Female workers are shuffled between cultural standards, family commitments, and assumptions for the association. It was suggested that every medical care association in Nepal needs to have an orientation adjusted workplace and give equivalent open doors to ladies employees¹⁰³.

One more concentrate on factors influencing profession movement of ladies in the financial area in Bangladesh: hindrances and difficulties uncovered that the rise and decided endurance of ladies in high flying position today in companies and associations relies upon their own eagerness to defy and battle solid boundaries and obstacles that stand their direction, a factor too grave to even consider facing and others less significant. The primary goal of this study was to research the variables influencing vocation movement of ladies in the financial area in Bangladesh. The review was directed by four explicit exploration goals: looking at the view of the executives towards ladies' vocation movement; laying out assuming that adjusting work and family obligation influences on ladies' profession; distinguishing policies and practices which discourage women's career

progression and measuring the factors which impede the career development of women employees in the banking sector. The study adopted a descriptive research design. A representative of 60 respondents who making up more than 10% of the population for questionnaire administration and three focused group discussions of 5-8 women employees. Primary data was collected through questionnaire, key informants and focused group discussions. The collected data was analyzed using statistical package for social sciences and presented using mean, frequencies and standard deviation. The study concludes that the management at the different banks have a positive perception towards women employees and as a result this perception affects female employees career progression to a large extent. The study also concludes that the human resource management policies do embrace female employees and that the human resource management policies at the bank promote a balanced employee work life as well as affect female employees career progression to a great extent. The study concludes that the difficulty of balancing work and family life also result in a higher degree of stress related, among other things. The study recommends that as a first step toward achieving gender equality and promoting the career progression of women, organizations can encourage the hiring, retention, and advancement of women by adopting work/life policies such as daycare centers for new mothers, work adjustments hours for new mothers to mention a few¹⁰⁴.

2.3.2. Job Satisfaction

Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations. When

satisfaction is high, absenteeism tends to be low; when satisfaction is low, absenteeism tends to be high. However as with the other relationships with satisfaction, there are moderating variables such as the degree to which people feel their jobs are important. Additionally, it is important to remember that while high job satisfaction will not necessarily result in low absenteeism, low job satisfaction is likely to bring about high Absenteeism¹⁰⁵.

There is a considerable impact of the employees perceptions for the nature of his work and the level of overall job satisfaction. Financial compensation has a great impact on the overall job satisfaction of employees¹⁰⁵.

Another study sets out to find the crucial problems, faced by the employees while working in organizations and find the ways how we make our employees loyal with their organization. The purpose of the research is to elaborate the key factors which are useful for the satisfaction of the employees i.e. workplace environment, reward and recognition, training and development and team work. These factors help to make the policies effective and through this effectiveness, efficiency takes place in the management process. This study was based on theoretical considerations and, a model was proposed linking the employee job satisfaction (EJS) constructs. The survey was conducted in 2012 and covered 200 employees within the territory of Punjab in Pakistan. Through this survey it was discovered that strong positive relationship exists between team work and all other factors¹⁰⁶.

Another study established that the link between job satisfaction and job performance is one of the most studied relationships in industrial/organizational psychology. With many potential causal models that explain this correlation, one possibility is that the

satisfaction-performance relationship is actually spurious, meaning that the correlation is due to common causes of both constructs. Drawing upon personality theory and the job characteristics model, this study presents a meta-analytic estimate of the population-level relationship between job satisfaction and job performance, controlling for commonly studied predictors of both. Common causes in this study include personality trait conscientiousness, extraversion, agreeableness, and core self evaluations, along with cognitive ability and job complexity. Structural equation modeling of the meta-analytic correlation matrix suggests a residual correlation of 16 between job satisfaction and performance—roughly half the magnitude of the zero-order correlation. Following the test of spuriousness, the researcher propose and find support for an integrated theoretical model in which job complexity and job satisfaction serve as mediators for the effects of personality and ability on work outcomes. Results from the iv model suggest that job complexity is negatively related to satisfaction and performance, once ability and personality are controlled. Contributions of this paper include estimating the extent to which the satisfaction-performance relationship is partly spurious, which is an advancement because the attitude-behavior link has not been estimated in light of personality and job characteristics. Another contribution is the integrated theoretical model, which illuminates mediators in some of the effects of personality and ability¹⁰⁷.

An investigation on employee job satisfaction revealed that in the modern era, organizations are facing several challenges due to the dynamic nature of the environment. One of the many challenges for a business is to satisfy its employees in order to cope with the ever changing and evolving environment and to achieve

success and remain in competition. In order to increase efficiency, effectiveness, productivity and job devotion of employees, the business must satisfy the needs of its employees by providing good working conditions. The objective of the research is to analyse the impact of working environment on employee job satisfaction. The study employed a quantitative methodology. Data was collected through a self-administered survey questionnaire. The questionnaire is adopted from a previous validated assessment. The target population consists of educational institutes, banking sector and telecommunication industry operating in the city of Hyderabad . Simple random sampling is used for collection of data from 80 employees. The results indicates a positive relationship between working environment and employee job satisfaction. The study concludes with some brief prospects that the businesses need to realize the importance of good working environment for maximizing the level of job satisfaction. This paper may benefit society by encouraging people to contribute more to their jobs and may help them in their personal development and development. Hence, it is vital for an organization to motivate their employees to work hard for achieving the organizational goals and objectives¹⁰⁸.

A related study on relationship between job satisfaction and organizational performance explore the link between job satisfaction and organisational performance and to determine if there is an empirically provable relationship between these two variables, and the direction and the intensity of this relationship. An empirical research was conducted on a sample of 40 large- and medium-sized Croatian companies, with 5806 employees surveyed. The results of this study show the existence of a clear link between employees' job satisfaction and organisational

performance in both directions, but with pretty weak intensity. Detailed analysis showed that the connection between job satisfaction and organisational performance is stronger than the connection between organizational performance and job satisfaction. It could be stated that job satisfaction determines organisational performance, rather than organisational performance determining job satisfaction¹⁰⁹.

2.3.3.Component of Job Satisfaction

Compensation plays an important role in determining employees' job satisfaction. A study revealed that the perception of being paid what one is worth predicts job satisfaction. In this study, teachers in Kenya have always downed their tools lamenting about their compensation which raises concern about their job satisfaction. However it is not clear the influence the kind of influence, compensation has on teachers job satisfaction to warrant the many stand offs. This study therefore sought to establish the effects of compensation on job satisfaction among secondary school teachers in Maara Sub - County Tharaka Nithi County Kenya. The objectives of the study were to determine the effects of both financial and non-financial compensation on job satisfaction. The study employed a descriptive survey research design. Stratified random sampling was used to select a sample size of 214 teachers drawn from the target population of 474. Responses were collected through administration of questionnaire. The validity and reliability of the questionnaire was enhanced through a pilot study carried out in three schools in Meru South Sub-County. To ensure the validity of the instruments, both face and content validity was used. Data collected was categorized coded and then tabulated using SPSS. The qualitative data was analyzed using descriptive

statistics, means frequency tables and percentages. The hypotheses were tested using chi-square. The study established that the basic pay, allowances and work environment affects teachers' job satisfaction to a great extent. The research concluded that teachers were highly dissatisfied with all aspects of compensation that they receive. The study recommends that the government reviews the teachers' compensation to commensurate the services rendered. It is hoped that the findings of this study could assist the education planners in formulating compensation policies that would enable teachers to achieve job satisfaction¹¹⁰.

Another research on the effect of career development, compensation, work environment and job satisfaction on work engagement sought to determine the effect of career development, compensation, work environment and satisfaction on work engagement in the employees of the city government of Bukittinggi. The research was explanatory. The population of this study was the employees of the City Government of Bukittinggi. The sample in this study were 200 respondents. The research instrument was a questionnaire distributed to respondents. Data analysis using SEM AMOS. The results of this study showed that career development, compensation, work environment and satisfaction have a positive and significant effect on work engagement in the Employees of the City Government of Bukittinggi¹¹¹.

This means that the better career development, compensation, work environment, the more job satisfaction increases. Career development, compensation, satisfaction, and work environment have a positive and significant effect on work engagement.

This means that the better career development, compensation, work environment and employee satisfaction increases work engagement¹¹¹.

In the same vein, another study explored the effect of compensation, career development, work-family support on job satisfaction. The sample consisted of 175 employees working in state-owned banks in Jember Regency, East Java, Indonesia. Multiple linear regression was used to test the proposed hypothesis. The results showed that compensation and work-family support had significant effects on job satisfaction. On the other hand, career development did not significantly affect job satisfaction¹¹².

Another related study on effect of compensation, career development, work environment on job satisfaction and its impact on organizational commitment in Pt Jakarta Tourinsindo aimed to determine the effect of compensation, career development, work environment and job satisfaction on organizational commitment. The study sampled 86 people. The sampling technique used was random sampling and data analysis techniques to use path analysis. The result showed that compensation, career development, work environment and job satisfaction had a positive and significant effect on organizational commitment¹¹³.

2.3.4. Career in Mass Communication

From the inception of Journalism as an area of specialization in Mass Communication studies among Nigerian universities in the 1960s, enrolments have been largely populated by female students¹¹⁴. This study sought find out the perception of female students of Mass Communication on the career opportunities for the female journalist in Nigeria. The aim was to know if these students would

consider a career in journalism, the specific career options they would consider, and the factors that inform their decision. The findings provided significant information of relevance to the development of journalism in Nigeria. Adopting the survey research methodology, a sample size of 100 female students were randomly selected from a population of 163 female students across the four levels (100 – 400) from Redeemers University (RUN). The findings revealed that the students were not oblivious of the fact that career development for female journalists in Nigeria is challenged by the fact that they do not enjoy the same career opportunities as their male counterpart, and the family responsibility of a woman also makes it difficult to adequately fulfil the career expectations required in journalism. However, majority (63%) of them perceived journalism to be a good profession for women, and 58% would positively consider a career in journalism, especially in the area of photojournalism. Majority (52%) of these students were interested in journalism because it would afford them the opportunity to gain diversified knowledge¹¹⁴.

Another research on global capabilities in public relations provides insights into the Canadian arm of a global initiative to identify capabilities in public relations and communication management. The global capabilities project, is dedicated to surfacing the core capabilities required by and reflected in the public relations discipline. This research articulated the findings from Canada. In the phase one of the project, results indicated that academics, practitioners and employers appeared to have agreement around the central nature of two capabilities: planning communication to be in alignment with strategic purpose and the ability to apply critical thinking and problem solving to organizational issues¹¹⁵.

2.3.5. Journalism in the 21st Century

Web has re-evaluated and re-imagined society; it has presented another culture, renovated and reshaped the current ones. A review was led on evaluation of recent fads and practices in Nigerian media climate. It was led inside the setting of mediamorphosis hypothesis. The examination utilized subjective apparatuses like semi-organized interviews, direct-perception, while a few optional information from various sources were located with the essential information to improve the extravagance and reliability of the discoveries. As far as examining, numerous organized testing technique was embraced and this brought about the determination of 15 media experts which were drawn from various media genres¹¹⁶. The discoveries showed that advanced conveyance of media contents have involved standout position in current news-casting practice in Nigeria and these have brought forth "non-media" web-based entertainment forces to be reckoned with, for example, superstars, corporate associations, who advance their brands through their different virtual entertainment accounts on Facebook, Twitter, and Web journals, among others. Discoveries likewise uncovered that there is a yawning hole between news-casting practice and reporting schooling in Nigeria, as the newsroom is accepted to be in front of homeroom. The concentrate consequently suggested that assuming the boat of the media of the domain should not sink, the eventual fate of news-casting training must likewise include experts in the business in educating of reporting in news coverage and mass correspondence in foundations. This is on the grounds that the strength of the up and coming age of news-casting instruction can be estimated by its capacity to expand potential open doors and limit the difficulties related with computerized technologies¹¹⁶.

One more exploration on new innovations testing the act of reporting and the effect of instruction: instance of Northern Cyprus uncovered that the improvement of online reporting has created a focalized media climate. The review depended with the understanding that the improvement of online reporting assumes an essential part in the change of the elements of expert practices, news creation process as well as crowd use and cooperation. The review examined the degree to which this job is noticed and could be made sense of with regards to Northern Cyprus and contended that the pervasive reporting training educational plan presented in colleges ought to be organized and expanded to incorporate web-based news-casting. Such will empower an expanded spotlight on this climate wherein media potential open doors, intuitiveness and hypertext prospects can be found¹¹⁷.

Career Progression and Job Satisfaction

A study carried out to investigate the impact of career development on employee satisfaction in private banking sector karachi to determine the relationship between career progression opportunities available to the employees and their job satisfaction. Survey was conducted by using structured questionnaire that were administered through e-mail and by distributing to five hundred respondents from five private banks in Karachi. Hypothesis testing was done by use of „Chi-Square test“.

Sample size for the study was 395 and the sampling procedure used id convenience based. The study determined that there was positive relationship between career development and employee job satisfaction in banking sector. Employees were satisfied with career development activities that are offered at their organizations. The findings of the research was beneficial for management of banking sector to

design career development programs in such a way that would increase job satisfaction and promote work environment among employees in Pakistan¹¹⁸.

A study examined effects of career progression, work motivation and leadership styles on job satisfaction of library personnel in the federal civil Service of Nigeria. Total enumeration technique together with questionnaire was used to collect data from 450 library personnel out of which 426 responded. The copies of the questionnaire were found usable for analysis given a response rate of 94.67%. The study found that there were significant relationships between career progression, work motivation, leadership styles and job satisfaction of the respondents¹¹⁹.

The study therefore recommended that the government and federal civil service administrators should give due attention to leadership styles, work motivation and career progression in order to improve job satisfaction of the library personnel in their employment.

A study on the influence of competence, organizational culture and career development for job satisfaction and its implications on the performance of employees. The was conducted to determine the effect of competence, organizational culture, and career development for satisfaction and its implications for employee performance improvement of SOEs in the region of Cirebon either partially or simultaneously. The study adopted survey, using simple random sampling technique on 240 respondents from the population of 605. The data analysis was descriptive analysis and verification using the structural equation model (SEM) with the program Linear Structural Relationship (LISREL 8.80)¹²⁰. The results showed that partial and simultaneous job satisfaction, career development, competency, and

organizational culture affect the employee performance. Competencies, organizational culture, career development and job satisfaction simultaneously have positive and significant effect on employee performance. However, the partial organizational culture is not significant to affect the performance of employee ¹²⁰.

The study concludes that while employee job satisfaction is of key importance, the aspects of career development assessment facilitates employee competence skills and human aspects of organizational culture ¹²⁰.

A study carried out to know (1) Promotion of positions held; (2) Employee job satisfaction; (3) employee performance; (4 Influence of promotion and job satisfaction on employee performance in Makassar Government Region, either simultaneously or partially. The method used was descriptive survey¹²¹. The unit of analysis in the research were the employees of Makassar government region, with a sample of 50 people, and frequency distribution and path analysis were used. The results of the analysis, showed that: employees of Makassar government region is considered to have a high enough performance as well as job promotion and job satisfaction affect the performance of employees of Makassar government region, but when viewed partially, it turns out that the promotion of dominant positions affects their performance.

2.4. Conceptual Model

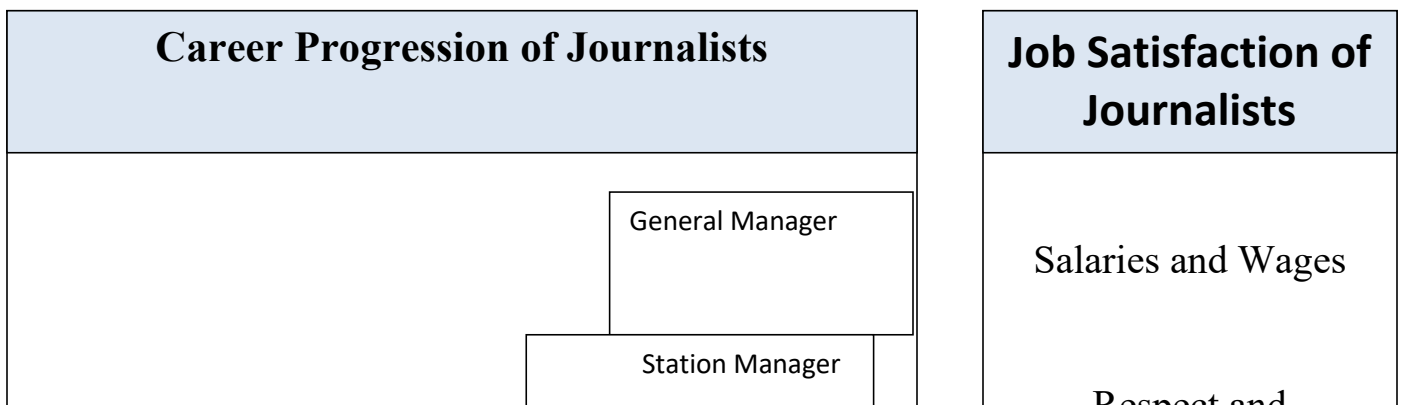




Figure 3: Conceptual Model on Influence of Career Progression on Job Satisfaction

developed by Oderanti Omolayo Folake, 2021.

The above model explains the relationship between the independent variable “career progression” and dependent variable “job satisfaction”. Factors that influence career progression of a journalist include:

- i. Organizational factors: the work environment and organization’s rules and mode of operation, good reputation and market value of the media organization where the journalist works.

- ii. Sociological factors: societal influences such as friends, families, peer and networking opportunities are some of the sociological factors that influence the career progression of a journalist
- iii. Personal factors: this includes personal preference, attitude and gender.
- iv. Economic factors such as financial motivation, benefits among others.

This factors pave way for;

- i. Journalist engagement,
- ii. Recognition of Journalists,
- iii. fair compensation package for journalist
- iv. Motivation of journalists
- v. life satisfaction which ultimately results in job satisfaction.

Career positions for journalists such as:

- i. Reporters and Correspondents
- ii. Investigative Journalist
- iii. Photo Journalists and Photographers
- iv. Columnist
- v. News Director
- vi. News anchors
- vii. Freelancer

2.5. Summary of Reviewed Literature

This section presents a review of literature related and relevant to the research topic under investigation. The section started with the conceptual review of variables where relevant concepts (career, career progression, job satisfaction and journalism)

were defined and clarified. The opinions of different scholars from different fields of discipline formed the basis for the body of this chapter. The review revealed that journalists work in different areas in the field of journalism. Such areas include; news writing, reporting, casting, presenting, hosting, researching and photography among many others. The research of different scholars indicated a connection between organization, social, personal and economic variables that influence career progression. The advancement of career of a journalist is hinged on stipulations and working of the media organization, the journalist's values, principles, attitude and interests, workings of a society and economic state of the environment. It also established job satisfaction of employee as a product of employee engagement, employee recognition, fair compensation, motivation and life satisfaction. Herzberg two way theory of motivation and Kurt Lewin's theory of change was utilized for the theoretical framework of the study. The analysis of empirical studies revealed that different studies have been conducted by different scholars around the world on the relationship between career progression, career development and job satisfaction in different disciplines. A significant number of this studies indicated in their findings that there is a relationship between career progression and job satisfaction for the subjects of their research. However none of this studies made reference to the relationship between career progression and job satisfaction of journalists in Ibadan, Oyo State, Nigeria. This therefore re-emphasized the importance of this study. The conceptual model was used to create a diagram for further explanation on the relationship between all identified variables, career progression and job satisfaction of journalists.

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CHAPTER THREE

METHODOLOGY

3.1 Research Design

The research design is the approach used to conduct the study. The current study utilized a descriptive survey as the primary method of inquiry. The design of survey research includes the gathering and analysis of data from the population under study. This enables the researcher to get the essential information and data directly from a sample of the targeted population's members. Primary data was sourced through administration of a well-structured questionnaire using non probability sampling technique (purposive Sampling) to journalists of Fresh 105.9 FM and Premier 93.5 FM in Ibadan

3.2 Population of the Study

The population for this study will comprise the journalists of Fresh 105.9 FM and Premier 93.5 FM in Ibadan.

3.3 Sample and Sampling Techniques

Sample is a small or selected group used to represent the whole. Sample can be defined as the actual number of or part of the study of population that is objectively selected for the purpose. Data for this study was obtained quantitatively using purposive sampling technique as all participants are selected because they fit the particular profile. Purposive sampling method is used to pre-select subgroups from an entire population to create a case study. A total of 230 respondents was sampled for this study

3.4 Description of Research Instruments

The instrument for data collection used for the study is a well-structured questionnaire. This shows that the questionnaires will be the major research

instrument for data collection. The questionnaire contain closed-ended questions and will be divided into six sections. Each of the sections addressed a specific segment of the study. Section A focused on the demographic information of the respondents, the second section (section B) contained questions about job satisfaction as a journalist. Section C focused on career progression as a journalist. Section D focused on career progression as a journalist. Finally, section E contained questions on perception of journalists on career progression and job satisfaction in journalism. The sections will be structured using Likert scale 1 to 4. Where 1=Strongly Agree, 2=Agree, 3=Disagree and 4=Strongly Disagree.

3.5 Validity of Research Instrument

In ensuring validity of the instrument for this study, face, content and external validity was implemented. To ensure face validity, the researcher and the supervisor ensured that the instrument has logical hint with the research objectives. In content validity, the researcher used methodology empirical in order to make sure that the indicators have similar uniformity in literature.

3.6 Reliability of Research Instrument

Reliability of an instrument on the other hand is being able to measure whatever it is to measure over and over again. A pilot study was conducted to test the reliability of the instrument. The questionnaire was subjected to a test using Cronbach alpha 0.70 coefficient.. The instrument is said to be reliable if the Cronbach's reliability ≥ 0.70 . A Cronbach's Alpha result of 0.852 was obtained from the entire questionnaire. It served as the reliability coefficient level of all constructs used in this study to measure the independent and dependent variables. Twenty-two (22) items were

subjected to reliability test. All the items were jointly reliable (0.852). Also, five (5) items of job satisfaction were subjected to reliability test, all the items were reliable (0.775). Five (5) items of career progression as a journalist were subjected to reliability test, all the items were jointly reliable (0.781). job satisfaction indicator was tested; five (5) items were subjected to reliability test. All the items were reliable (0.794). Seven (7) items of perception of journalists on career progression and job satisfaction, all the items were jointly reliable at 0.785. The result suggested that the items that makeup of each indicator used in measuring the variables in the study was highly reliable.

Table 3.1 Reliability Statistics

Section	No of Items	Cronbach's Alpha Coefficient
Job Satisfaction	5	.775
Career Progression	5	.781
Job Satisfaction Indicator	5	.794
Perception of Journalists On Career Progression and Job Satisfaction	7	.785
Overall Reliability Coefficient Value	22	.852

Source: SPSS Computation 23.0

3.7 Method of Data Collection

Copies of questionnaire was self-administered with the aid of some trained research assistants that were guided on the procedure to follow during the course of the field

work purposively to ensure a trouble-free administration and collection of the questionnaire.

3.8 Method of Data Analysis

The data collected by the researcher was quantified and analyzed statistically using descriptive statistics and inferential statistics. The researcher also used descriptive method in discussing the data analysed. All these will achieved with the aid of SPSS version 23

CHAPTER FOUR

RESULT AND DISCUSSION OF FINDINGS

This chapter discusses the presentation and analysis of data collected from the various respondents through the use of questionnaire. A total of 230 questionnaires were administered to respondents, out of the questionnaire returned; only 200 of it were found valid to be used for analysis in the study. Thus, the analysis of data in this chapter was based on returned valid copies which indicate a response rate of 86.96% from the respondents. Based on the nature of objectives raised for the study; data obtained from the respondents were subjected to descriptive and inferential analysis. Therefore, the simple frequency counts and percentage were used to descriptively analyze the data while multiple regression analysis were used to test the hypotheses formulated for this study. A summary of the major findings of this study is presented in line with the stated objectives.

4.1 Demographic Data Analysis

Table 4.1: Frequency Distribution of Principals (N =178)

Demographic Variable	Frequency	Percentage
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		(n)	(%)
Gender	Female	81	40.5
	Male	119	59.5
	Total	200	100
Age	21-30 years	43	21.5
	31-40 years	120	60
	41-50 years	27	13.5
	51 and Above	10	5.0
	Total	200	100
Marital Status	Single	42	21.0
	Married	151	75.5
	Divorced	2	1.0
	Separated	5	2.5
	Total	200	100
Highest Educational Qualifications	OND	15	7.5
	B.Sc/HND	116	58
	PGDE	27	13.5
	Master's degree	35	17.5
	MPhil or PhD degree	7	3.5
	Total	200	100
	Years of Employment	0-5 years	17
6-10 years		53	26.5

11-15years	94	47
16-20 years	19	9.5
21 and Above	17	8.5
Total	178	100

Source: Fieldwork, 2022

Table 4.1 shows the frequency distribution of journalists in Fresh FM 105.5 and Radio Nigeria (Premier FM 93.5). From the table, 40.5% (81) of the respondents were female journalists, while 59.5% (119) are male. This shows that male journalists are more in this study. This suggests dominance of male to female journalists in Fresh FM 105.5 and Radio Nigeria. Majority of the journalists, 60% (120%) are within 31-40 years of age, 21.5% (43) are within 21-30 years, 13.5% (27) are within 41-50 years, while 5.0% (10) are within 51 years and above. This implies that most of the journalists are young and in their productive age bracket. Further, majority of the journalists, 75.5% (151) are married, 21% (42) are single, 1% (2) are divorced, while 2.5% (5) are separated. This suggests that a major portion of the journalists are married. Also, majority of the journalist 58% (116) have Bachelor's degree (B.Sc/HND) as their highest form of degree which is an indication that majority of the journalists are university or polytechnic graduates. However, 7.5% (15) of the principals have OND, 13.5% (27) of the respondents have PGD, 13.5% (27) of them have Master's degree, while 3.5% (7) of the principals have M.phil or Ph.D. This suggests that some of the journalists on are advancing their qualifications to the post graduate level which is very good for school management. Lastly, majority of the journalists, 94% (47) have 11-15 years of experience, 26.5% (53)

have 11-15 years of experience. This clearly indicates that most of the journalist in Fresh FM 105.5 and Radio Nigeria (Premier FM 93.5) are well experienced.

4.2 Presentation of Research Questions

Research Question 1: What is the extent of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan?

Table 4.2 : Job Satisfaction Among Journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M	SD	Remark
1	I like the people I work with, this gives me satisfaction	36 (18)	154 (77)	10 (5)	0 (0)	3.13	0.46	Agree (Good)
2	The work environment is unfriendly and unsatisfactory to work	0 (0)	25 (12.5)	145 (72.5)	30 (15)	1.98	0.53	Disagree (Bad)
3	I would consider leaving my job for another due to lack of satisfaction	0 (0)	42 (21)	142 (71)	16 (8)	2.13	0.52	Disagree (Bad)

4	My current pay hardly satisfy my expectation	0 (0)	169 (84.5)	24 (12)	7 (3.5)	2.81	0.47	Agree (Good)
5	I do not receive enough support from my organization as a journalist	0 (0)	25 (12.5)	155 (77.5)	20 (10)	2.03	0.47	Disagree (Bad)
6	I am well paid as a journalist	0 (0)	25 (12.5)	127 (63.5)	48 (24)	1.89	0.59	Disagree (Bad)
7	Ancestries are giving for a job well done, which gives me a sense of satisfaction.	0 (0)	115 (57.5)	85 (42.5)	0 (0)	2.58	0.50	Agree (Good)
8	There should be regular increment in my salary as a journalist	83 (41.5)	117 (58.5)	0 (0)	0 (0)	3.42	0.49	Agree (Good)
9	I would perform better as a journalist if my work is	181 (90.5)	19 (9.5)	0 (0)	0 (0)	3.91	0.29	Strongly Agree (V.Good)

	adequately							
	rewarded							
10	There should be	74	126	0	0	3.37	0.48	Agree
	regular	(37)	(63)	(0)	(0)			(Good)
	promotion for me							
	as a journalist to							
	give me job							
	satisfaction.							

Weighted Mean = 2.73; S.D = 0.48; Overall Decision = Agree (Good)

Source: Fieldwork, 2022

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1); S.D = Standard Deviation

*****Threshold:** mean value of 0.000-1.499 = Strongly Disagree (Very Bad); 1.500-2.499 = Disagree (Bad); 2.500-3.499 = Agree (Good); 3.500 to 4.500 = Strongly Agree (Very Good)

Table 4.2 reveals the status job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan. The rating scale of 'strongly disagree (1)' to 'strongly agree (4)' was used. Ten (10) items were used to measure status of job satisfaction among journalists. Five (5) of the items were remarked “agree (good)”. This implies that the respondents agreed that they like the people they work with, and gives me satisfaction, current pay hardly satisfy expectations, ancestries are giving for a job well done, which gives a sense of satisfaction,

there should be regular increment in salary as a journalist and there should be regular promotion for journalist to give job satisfaction. One (1) item was remarked “strongly disagree (very good), which implies that journalists would perform better as a journalist if their work is adequately rewarded. Four (4) items was also remarked “disagree (bad) which implies that the respondents disagreed to the statement that “the work environment is unfriendly and unsatisfactory to work”, would consider leaving the job for another due to lack of satisfaction, do not receive enough support from the organization as a journalist. The respondent also disagreed that they are well paid as a journalist. The table however generally reveals that the status job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan (**Weighted Mean = 2.73; S.D = 0.48**) which is good.

Research Question 2: What is the extent of career progression among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan?

Table 4.3 : Career Progression Among Journalists In Fresh 105.9 Fm and Premier 93.5Fm Ibadan

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M	SD	Remark
1	I have a safe work environment that enhance my career progression	21 (10.5)	162 (81)	17 (8.5)	0 (0)	3.02	0.44	Agree (Good)
2	My job grants me	38	146	18	0	3.09	0.51	Agree

	the opportunity to take part in training that guarantee my career progression.	(18)	(73)	(9)	(0)			(Good)
3	There is a gradual promotion in on job which serve as sure way to my career progression	24 (12)	170 (85)	3 (1.5)	3 (1.5)	3.08	0.44	Agree (Good)
4	There is no regular promotion for journalist in my organization	12 (6)	173 (86.5)	15 (7.5)	0 (0)	1.99	0.37	Disagree (bad)
5	I a am gradually improving on my skill as a journalist	77 (38.5)	163 (61.5)	0 (0)	0 (0)	3.39	0.49	Agree (Good)
6	Additional education as a journalist is really improving my skill	167 (83.5)	33 (16.5)	0 (0)	0 (0)	3.83	0.37	Strongly agree (V.Good)
7	I am on the same level since I was employed as a	0 (0)	12 (6.0)	134 (67)	54 (27)	1.79	0.54	Disagree (Bad)

	journalist							
8	I would perform better as a journalist if there is a regular promotion for me	33 (17.5)	165 (82.5)	0 (0)	0 (0)	3.18	0.38	Agree (Good)
9	My organization does not encourage participation of skills / training progression	0 (0)	18 (9)	158 (79)	24 (12)	1.97	0.46	Disagree (Bad)
10	I am currently on education training that guarantees my career advancement.	8 (4)	127 (63.5)	65 (32.5)	0 (0)	2.72	0.53	Agree (Good)

Weighted Mean = 2.81; S.D = 0.45; Overall Decision = Agree (Good)

Source: Fieldwork, 2022

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1); S.D = Standard Deviation

*****Threshold:** mean value of 0.000-1.499 = Strongly Disagree (Very Bad); 1.500-2.499 = Disagree (Bad); 2.500-3.499 = Agree (Good); 3.500 to 4.500 = Strongly Agree (Very Good)

Table 4.3 shows the career progression among journalists in fresh 105.9 fm and premier 93.5fm Ibadan. The rating scale of 'strongly disagree (1)' to 'strongly agree (4)' was also used. Ten (10) items were used to measure status of job satisfaction among journalists. Six (6) of the items were remarked “agree (good)”. This implies that the respondents agreed that they have a safe work environment that enhance their career, job grants them the opportunity to take part in training that guarantee their career, there is a gradual promotion in on job which serve as sure way to their career progression, gradually improving on their skill as a journalist, would perform better as a journalist if there is a regular promotion for them, they are currently on education training that guarantees their career advancement. One (1) item was remarked “strongly disagree (very good), which implies that journalists additional education as a journalist is really improving their skills. Three (3) items was also remarked “disagree (bad) which implies that the respondents disagreed to the statement that “there is no regular promotion for journalist in my organization”, “I am on the same level since I was employed as a journalist”, “my organization does not encourage participation of skills / training progression” would consider leaving the job for another due to lack of satisfaction, do not receive enough support from the organization as a journalist. The table therefore reveals that the career progression among journalists in fresh 105.9 fm and premier 93.5fm Ibadan as opined by the respondents is good (**Weighted Mean = 2.81; S.D = 0.45**). In answer to the above research question, career progression among journalists in fresh 105.9 fm and premier 93.5fm Ibadan as opined by the respondents is good.

Research Question 3: What is the extent of career progression among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan?

Table 4.4: Job satisfaction indicators among journalists in Fresh 105.9 FM and Premier 93.5FM?

S/N	Items	True (%)	False (%)	Remark
1	Good wages and salaries	91 (45.5)	109 (54.5)	False (Bad)
2	Regular promotion	182 (91)	18 (9)	True (Good)
3	Emolument	193 (96.5)	7 (3.5)	True (Good)
4	Conducive work environment	79 (39.5)	121 (60.5)	False (Bad)
5	Job condition	144 (72)	56 (28)	True (Good)
6	Allowances	58 (29)	142 (71)	False (Bad)
7	Awards and prizes	60 (30)	140 (70)	False (Bad)
8	Good communication with co-workers	178 (89)	22 (11)	True (Good)
9	Recognition	52 (26)	148 (74)	False (Bad)

10	Security	5	195	False (Bad)
		(2.5)	(97.5)	

Source: Fieldwork, 2022

Table 4.4 shows job satisfaction indicators among journalists in Fresh 105.9 FM and Premier 93.5FM. The rating scale of True (1) and False (2) was also used. Also, ten (10) items were used to measure status of job satisfaction among journalists. Six (6) of the items were remarked “false (bad)”. This implies that the respondents opined by that they do not enjoy good wages and salaries, conducive work environment, allowance, awards and prizes, recognition and security. Four (4) items was also remarked “True (good) which implies that the respondents opined that they enjoyed regular promotion, emolument, job condition and good communication with co-worker. The table therefore reveals that the majority of the respondent opined that job satisfaction indicators among journalists is false (bad), However, the respondents enjoyed regular promotion, emolument, job condition and good communication with co-workers.

Research Question 4: What is the perception of journalists on career progression and job satisfaction in Journalism in Fresh 105.9 FM and Premier 93.5FM?

Table 4.5: Perception of Journalists on Career Progression and Job Satisfaction In Journalism

S/N	Items	SA	A	D	SD	M	SD	Remark
		(%)	(%)	(%)	(%)			

1	Are you satisfied in your job as a journalist	130 (65)	65 (32.5)	5 (2.5)	0 (0)	3.63	0.53	Strongly Agree (V.Good)
2	Do you think you are given opportunity to climb the ladder in your career as a journalist	17 (8.5)	146 (73)	73 (18.5)	0 (0)	2.90	0.51	Agree (Good)
3	In your own opinion is there job satisfaction in journalism	45 (22.5)	144 (72)	11 (5.5)	0 (0)	3.17	0.50	Agree (Good)
4	Do you believe your progression as a journalist can give you job satisfaction	17 (8.5)	183 (91.5)	0 (0)	0 (0)	3.09	0.28	Agree (Good)
5	Do you think career progression is of any importance in journalism	35 (17.5)	165 (82.5)	0 (0)	0 (0)	3.83	0.49	Strongly Agree (V.Good)
6	Do you think there can be job	16 (8.0)	150 (75)	34 (17)	0 (0)	1.91	0.49	Disagree (Bad)

	satisfaction without							
	career development							
7	In your own	125	64	11	0	3.57	0.60	Strongly
	opinion, is career	(62.5)	(32)	(5.5)	(0)			Agree
	progression a tool							(V.Good)
	to journalist's job							
	satisfaction							

Weighted Mean = 3.16; S.D = 0.49; Overall Decision = Agree (Good)

Source: Fieldwork, 2022

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1); S.D = Standard Deviation

*****Threshold:** mean value of 0.000-1.499 = Strongly Disagree (Very Bad); 1.500-2.499 = Disagree (Bad); 2.500-3.499 = Agree (Good); 3.500 to 4.500 = Strongly Agree (Very Good)

Table 4.5 shows perception of journalists on career progression and job satisfaction in journalism in Fresh 105.9 FM and Premier 93.5FM. The rating scale of 'strongly disagree (1)' to 'strongly agree (4)' was also used. Seven (7) items were used to measure status of perception of journalists on career progression and job satisfaction. Three (3) of the items were remarked "agree (good)". This implies that the respondents agreed that they are given opportunity to climb the ladder in their career as a journalist, there job satisfaction in journalism and their progression as a journalist can give you job satisfaction. Also, three (3) items was remarked "strongly disagree (very good), which implies that respondents strongly agreed that they are highly satisfied in their job as a

journalist, career progression is of great importance in journalism and career progression a tool to journalist's job satisfaction. One (1) item was also remarked "disagree (bad) which implies that the respondents disagreed that there can be job satisfaction without career development". The table however reveals that the perception of journalists on career progression and job satisfaction in journalism in Fresh 105.9 FM and Premier 93.5FM as opined by the respondents is good (**Weighted Mean = 3.16; S.D = 0.49**).

4.3: Presentation of Hypotheses

H₀1: There is no significant influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM.

To investigate the influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM, the multiple regression analysis was used.

Table 4.6 Model Summary for the Influence Of Career Progression On Job Satisfaction of Journalist In Fresh 105.9 Fm and Premier 93.5Fm

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.108 ^a	.012	.007	2.01623

a. Predictors: (Constant), Career Progression

Source: SPSS Computation 23.0

From Table 4.6, the value R Square is 0.108. When multiplied by hundred percent, the value of R Square will be 10.8%. This percentage shows that 10.8% in the variation of job satisfaction of journalist in fresh 105.9 fm and premier 93.5 fm is due to career

progression. Which means that the independent variable (career progression) explain 10.1% of the variation in the dependent variable.

Table 4.7: ANOVA for the Influence Of Career Progression On Job Satisfaction of Journalist In Fresh 105.9 Fm and Premier 93.5 Fm

ANOVA ^a						
		Sum of				
Model		Squares	Df	Mean Square	F	Sig.
1	Regression	9.417	1	9.417	2.317	.130 ^b
	Residual	804.903	198	4.065		
	Total	814.320	199			

a. Dependent Variable: Job_Satisfaction

b. Predictors: (Constant), Career_Progression

From Table 4.7, the p-value is 0.130 which is greater 0.05. Hence not significant since p-value ($0.130 < 0.05$) at 95% confidence level. The F-test therefore accepts the null hypothesis that states “there is no significant influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM”

Table 4.8: Coefficients of Multiple Regression Analysis for the Influence of Career progression on Job Satisfaction of Journalist in Fresh 105.9 FM and Premier 93.5FM”

Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence Interval for B		
	Coefficients		Coefficients		Lower Bound	Upper Bound	Sig.
	B	Std. Error	Beta	t			
1 (Constant)	30.952	2.456		12.603	.000	26.109	35.795
Career_Progression	-.133	.087	-.108	-1.522	.130	-.306	.039

a. Dependent Variable: Job_Satisfaction

Source: SPSS Computation 23.0

Table 4.7 shows the coefficients of multiple regression analysis for the influence of career progression on job satisfaction of journalist in fresh 105.9 fm and premier 93.5 fm. The table revealed the beta coefficient (β) and t- values for career progression (Beta = -.108; t = -1.522; Significance = .130), which is not significant at $P < 0.05$ since it does not satisfy ($P < 0.05$). These results implies that career progression does not explain the variance in job satisfaction. In terms of the type of relationship (whether positive or negative) that exist between the significant predictors and the dependent variable (job satisfaction), it is observed from the table that career progression have a negative relationship with job satisfaction as depicted by the negative B value of -.133. This result imply that as it increase, the dependent variable decreased. It therefore means that career progression negatively influenced job satisfaction in this study. For a unit change in career progression -.133 decrease in job satisfaction as depicted by the negative value of B.

Similarly, the computed empirical value of F-test is 2.317 which is not significant at $p=0.130$. It is therefore concluded that the F-test is not statistically significant. The independent variable (career progression) did not statistically and significantly predict the dependent variable (job satisfaction). This therefore accomplished part of the research aim “evaluate the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM. Hence, the null hypothesis should not be rejected because the test is not statistically significant. Therefore, the whole regression is not statistically significant.

4.2 Discussion of Findings

This research investigated the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM. Discussion of the findings presents the results of the research and relates them with previous studies by other researchers to find differences or similarities. In this study, demographic information of the respondents (journalists) were analysed, four research questions were answered and one hypothesis was tested.

Results of the demographic data analysis showed that 59.5% (119) were male while 40.5% (81) of the respondents were female journalists. This implies that there are more male than female journalists in this study. This finding confirmed earlier studies that journalism is a male-dominated profession¹. A study on barriers to career advancement of female journalists in Indonesia also supports this finding². The number of male journalists is stated to be higher than that of female journalists who work in the media. The results also showed that majority of the journalists, 60% (120) are within 31-40 years of age, 21.5% (43) are within 21-30 years, 13.5% (27) are within 41-50 years, while

5.0% (10) are within 51 years and above. This supports a finding that 65 percent of the population studied, belong to the productive age bracket of 29-39 year¹. Almost all the journalists are married, 93.3% (166) are married, 2.8% (5) of them are separated, none is single and 3.9% (7) are divorced. This suggests that a major portion of the journalists are with their spouses and probably responsible for a family. Findings of the study further showed that majority of the journalists, 58% (116) have Bachelor's degree as their highest form of degree which is an indication that journalists in Fresh 105.9 FM and Premier 93.5 FM are graduates. However, 7.5% (15) of the principals have OND, 13.5% (27) of the respondents have PGD, 13.5% (27) of them have Master's degree, while 3.5% (7) of the principals have M.phil or Ph.D. This suggests that some of the journalists on are advancing their qualifications to the post graduate level. Further, majority of the journalists, 94% (47) have 11-15 years of experience, 26.5% (53) have 11-15 years of experience. This clearly indicates that most of the journalist in Fresh FM 105.5 and Radio Nigeria (Premier FM 93.5) are well experienced.

Findings from research question one showed that status of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan is good with a weighted Mean=2.73. This result corroborates the findings in a work on “Journalists, Job Satisfaction and Performance”¹. From their findings, approximately 80 % of journalists were satisfied with their work, while 20 % were dissatisfied. This shows that majority of the respondents are satisfied with their jobs. It was observed that most journalists had passion for the job, representing 44 % of the participants, while others were satisfied due to the

change it brings to communities, also accounting for 31 % of the total participants.

Findings from research question two also revealed that career progression among journalists in fresh 105.9 fm and premier 93.5fm Ibadan as opined by the respondents is good having a weighed mean as 2.81.

Further, findings from research question three shows that the majority of the respondent opined that job satisfaction indicators among journalists is false (bad). This is because majority of the respondents opined that job satisfaction indicators such as good wages and salaries, conducive work environment, allowances, awards and prizes, recognition and security are not available. Many do not enjoy good wages, poor work environment, little or no allowance, no award and prizes for exceptional performances and worst of all is the insecurity of the journalists.

Findings from research question four shows that the perception of journalists on career progression and job satisfaction in journalism in Fresh 105.9 FM and Premier 93.5FM as opined by the respondents is good where the Weighted Mean = 3.16. Majority of the respondents agreed and strongly agreed to all the statement on perception of journalists on career progression and job satisfaction, while very few disagreed to the statements. This implies that most of the respondents have a good perception. Also with a high weighted mean, it shows most of them answered the questions correctly. This results partly support the findings in a related work in the Nursing profession “perception of job satisfaction among operation room nurses in a tertiary hospital, Saudi Arabia”³. The findings of the study revealed that work-life balance of the OR nurses was the main factor affecting their job satisfaction. This study determined the work-life balance as a

main factor that influences the job satisfaction of nurses working in a tertiary hospital in Saudi Arabia.

According to the findings of the first hypothesis, the level of career progression does not explain the variances in levels of job satisfaction. In terms of the nature of the relationship (whether it be positive or negative) that exists between the significant predictors and the dependent variable (job satisfaction), it can be seen that career progression has a negative relationship with job satisfaction, as shown by the negative B value of $-.133$. This is illustrated by the fact that the relationship between the two variables is depicted by the negative value. Additionally, the p-value comes in at 0.130 , which is higher than 0.05 . Hence not significant since p-value ($0.130 > 0.05$) at 95% confidence level. The F-test accepts that the null hypothesis "there is no substantial influence of career progression on the job satisfaction of journalists working at Fresh 105.9 FM and Premier 93.5FM". In a similar vein, the computed empirical value of the F-test was 2.317 , which was shown to be insignificant when compared to the significance level of $p=0.130$. As a result, we might draw the conclusion that the F-test does not provide statistically significant results. The independent variable, which was career progression, was unable to statistically and significantly predict the dependent variable, which was the number of promotions received (job satisfaction). This result corroborates the findings in a work on effect of compensation, career development, work-family support on job satisfaction⁴. Their findings demonstrated that factors such as remuneration and supportive policies on work-family balance had significant impacts on job satisfaction. On the other side, there was not a significant correlation between career development and job satisfaction.

This result however opposes the findings in a similar work on Professional values, job satisfaction, career development, and intent to stay⁵. The findings suggested a high association between professional values and career growth, and both job satisfaction and career progression correlated favourably with retention. The findings also indicated a correlation between professional values and retention. Also, the result of this study opposed another work on career development: an enabler for job satisfaction⁶. The author came to the conclusion that increasing employee satisfaction may be accomplished by establishing a reliable career advancement programme and educating workers about the significance of the programme that the organisation has established specifically for its professional and management personnel. In contrast to the results of this study, which indicated that organisational communication climate had no significant influence on employee performance, the findings of another similar work showed that career development did have a substantial effect on employee performance⁷.

Endnotes

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CHAPTER FIVE

CONCLUSION

This chapter discusses a summary of the findings of the research, as well as the conclusion, recommendations, contributions to knowledge, and areas where additional research is needed.

5.1 Summary of Findings

This study aimed to the influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM. Findings of the study revealed that 59.5% (119) were male while 40.5% (81) of the respondents were female journalists. Majority of the journalists, 60% (120%) are within 31-40 years of age, 21.5% (43) are within 21-30 years, 13.5% (27) are within 41-50 years, while 5.0% (10) are within 51

years and above. Almost all the journalists are married, 93.3% (166) are married, 2.8% (5) of them are separated, none is single and 3.9% (7) are divorced. majority of the journalists, 58% (116) have Bachelor's degree as their highest form of degree which is an indication that journalists in Fresh 105.9 FM and Premier 93.5 FM are graduates, 94% (47) have 11-15 years of experience, 26.5% (53) have 11-15 years of experience.

Findings from research question one showed that status of job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan is good (Mean=2.73).

Findings from research question two also revealed that career progression among journalists in fresh 105.9 fm and premier 93.5fm Ibadan as opined by the respondents is good (Mean = 2.81). Research question three shows that the majority of the respondent opined that job satisfaction indicators among journalists is false (bad).

Findings from research question four shows that the perception of journalists on career progression and job satisfaction in journalism in Fresh 105.9 FM and Premier 93.5FM as opined by the respondents is good (Mean = 3.16)

Test of hypotheses revealed a non significant influence of career progression on job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5 FM. F-test is 2.317 which is not significant at $p=0.130$. It is therefore concluded that the F-test is not statistically significant. The independents variable (career progression) did not statistically and significantly predict the dependent variable (job satisfaction). Also, beta coefficient (β) and t- values for career progression (Beta = -0.108 ; t = -1.522 ; Significance = $.130$), which is not significant at $P<0.05$ since it does not satisfy ($P<0.05$). These results implies that career progression does not explain the variance

in job satisfaction. Hence, the null hypothesis was accepted because the test is not statistically significant. Therefore, the whole regression is not statistically significant.

5.2 Conclusion

According to the findings of this study, the vast majority of journalists are married, young and matured men who have attained an age and level of experience that warrants their promotion, and who hold at least a bachelor's degree. It is possible to draw the conclusion from this fact that more male journalists are currently employed at Fresh 105.9 FM and Premier 93.5 FM. These male journalists have at least a bachelor's degree, years of experience, and are most likely more responsible because they are married.

The status job satisfaction among journalists in Fresh 105.9 FM and Premier 93.5FM Ibadan is good. Which means that the journalists are satisfied with the career they chose. Also career progression among journalists in fresh 105.9 Fm and premier 93.5 Fm Ibadan as opined by the respondents is good. This means the respondents are progressing in their chosen career. Majority of the respondent opined that job satisfaction indicators among journalists is bad, though, the respondents enjoyed regular promotion, emolument, job condition and good communication with co-workers. Further, the perception of journalists on career progression and job satisfaction in journalism in Fresh 105.9 FM and Premier 93.5FM as opined by the respondents is good. Finally, from the study hypothesis, this study concludes that there is no significant influence of career progression on job satisfaction of journalist in Fresh 105.9 FM and Premier 93.5FM.

5.3 Recommendations

In view of the contending issues in this study, the following recommendations are necessary: The government and other private media owners are requested to pay more

attention to the issue of improving work environment. They should of course, implement good working condition with intent to help journalists build professional ethics and enhance job skills. Also, media organizations who have poor salary scales or working conditions for their journalists should make effort to improve journalists wellbeing or close down. Regular training and retraining of journalists is necessary in order to keep them abreast with global best practice in the journalism profession.

In addition to providing favourable working condition for its journalists, Fresh 105.9 FM and Premier 93.5 FM should procure contemporary broadcasting equipment in order to digitalize their broadcasting. Fresh 105.9 FM and Premier 93.5 FM journalists should themselves establish their own professional philosophy through relentless self discipline, as well as self reflection, so that they can do their works in the right way while being satisfied or otherwise with their jobs and organization.

5.4 Contribution to Knowledge

This work makes conceptual, empirical, and theoretical contributions to the body of existing knowledge. It makes a contribution to the study on a conceptual level by giving more and improved clarity on helpful concepts and constructs related to the investigation. This study, in comparison to previous studies, provided a more in-depth and comprehensive understanding of the issues that were investigated in the study itself. Some examples of these ideas include the career progression and its determinants, job satisfaction, and journalism. Both Two-Factor theory of motivation and theory of change played a significant role in this research project as theoretical frameworks. The two factor theory grouped factors that induce job satisfaction among journalists into two; hygiene factors (such as salary, working condition, bonuses and incentives) and motivating

factors (such as engagement and recognition). These factors stimulate job satisfaction among journalists because they serve as indicators and variables for measuring and determining career progression. Also, theory of change his theory explains that a journalist identifies problems and situations that need change as regards the status of his or her career, creates a plan for positive changes and recommends such changes to appropriate parties to promote career progression and job satisfaction.

Empirically, this study contributes to the growing body of empirical literature by reporting that career progression does not significantly and statistically influence job satisfaction. This is something that previous empirical studies did not consider, so this study helps to bridge the gap that exists in empirical literature. Also, there is dearth in literature regarding career progression and job satisfaction among journalists in Nigeria especially in Ibadan. Hence, the findings of this study have supplied helpful information that both private and public broadcasting stations could utilise in formulating policies that could be employed in improving career progression and job satisfaction of journalists which will lead to better and efficient broadcasting and employee (journalist) retention and performance.

5.5 Suggested Area of Further Studies

Areas to look at in further studies are discussed as follows:

In terms of the study population and the sector, other media houses like TV stations and education, nursing and many other sectors could be utilised for further research.

Further research could also be done in some of the other states in the SouthWest in order to validate and generalise the findings across the SouthWest region of Nigeria.

The influence of demographic information was not taken into consideration in this investigation. Moderating variables, also known as control variables, should be investigated in further research. These variables include gender, age, educational credentials, years of experience, and marital status.

Although this study used a descriptive survey research design, various kinds of designs can be used in other studies to provide a different kind of blueprint for arriving at the findings and conclusion of the study. This is because this study used a descriptive survey research design.

Appendices

Appendix I

Questionnaire

Dear Respondent,

I am a student of the department of Mass Communication and Media Technology, Lead City University, Ibadan currently carrying out influence of career progression on job satisfaction among journalists in Fresh FM 105.5 and Radio Nigeria (Premier FM 93.5).

The study is an academic exercise which aims at fulfilling M.Sc. requirements. Your cooperation in completing this questionnaire is central to the success of the research study. The questionnaire has been designed for you to be able to tick or circle your response. This should enable you to complete it in the shortest possible time.

The researcher is aware that some information sought for in this questionnaire is confidential and promise to take every precaution to protect you.

Thank You.

Yours Faithfully,

Oderanti Omolayo Folake

Section A:

Please tick as applicable.

Gender: Male() Female()

Age: 20-35() 51-65() 66 and
above()

Education Qualification: SSCE or Less() OND() HND()
Degree() Post Graduate()
Others()

Numbers of years of employment: 1-5() 6-10()
11-20() 21
and above()

Marital Status: Single() Married() Divorced()

Instruction: Please rate the following in relation to your job satisfaction as a
journalist.

Respond to the statement below using the following rating scale; Strongly
Agree(SA), Agree(A), Undecided(U), Disagree(D) and Strongly Disagree(SD).

S	Items	S	A	U	D	S
/		A				D

N						
1	I like the people I work with, this gives me satisfaction					
2	The work environment is unfriendly and unsatisfactory to work					
3	I would consider leaving my job for another due to lack of satisfaction					
4	My current pay hardly satisfy my expectation					
5	I do not receive enough support from my organization as a journalist					
6						
7	Ancestries are giving for a job well done, which gives me a sense of satisfaction.					
8	There should be regular increment in my salary as a journalist					
9	I would perform better as a journalist if my work is adequately rewarded					
10	There should be regular promotion for me as a journalist to give me job satisfaction.					

Section B:

Instruction: Please rate the following as a measurement instrument of your career progression as a journalist.

Respond to the statement below using the following rating scale; Strongly

Agree(SA), Agree(A), Undecided(U), Disagree(D) and Strongly Disagree(SD).

S / N	Items	S A	A			S D
1	I have a safe work environment that enhance my career progression					
2	My job grants me the opportunity to take part in training that guarantee my career progression.					
3	There is a gradual promotion in on job which serve as sure way to my career progression					
4	There is no regular promotion for journalist in my organization					
5	I a am gradually improving on my skill as a journalist					
6	Additional education as a journalist is really improving my skill					
7	I am on the same level since I was employed as a journalist					
8	I would perform better as a journalist if there is a regular promotion for me.					
9	My organization does not encourage participation of skills / training progression					
10	I am currently on education training that guarantees my career advancement.					

Section C: Job Satisfaction Indicator

Instruction: Please rate the following as indicators for job satisfaction.

Job Satisfaction Indicator	True	False
Good wages and salaries		
Regular promotion		
Emolument		
Conducive work environment		
Job condition		
Allowances		
Awards and prizes		
Good communication with co-workers		
Recognition		
Security		

Section C: Interview question on perception of journalists on career progression and job satisfaction.

Are you satisfied in your job as a journalist?

Do you think you are given opportunity to climb the ladder in your career as a journalist?

In your own opinion is their job satisfaction in journalism?

Do you believe your progression as a journalist can give you job satisfaction?

Do you think career progression is of any importance in journalism?

Do you think there can be job satisfaction without career development?

In your own opinion, is career progression a tool to journalist's job satisfaction?

Reliability

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.852	22

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0

Excluded ^a	0	.0
Total	200	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.775	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items

.781	5
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Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.794	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0

Total	200	100.0
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a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.785	7

Statistics

		Gender	Age	Education	Years_of_Employment	Marital_Status
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	81	40.5	40.5	40.5

Male	119	59.5	59.5	100.0
Total	200	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21-30	43	21.5	21.5	21.5
31-40	120	60.0	60.0	81.5
41-50	27	13.5	13.5	95.0
51 and Above	10	5.0	5.0	100.0
Total	200	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid OND	15	7.5	7.5	7.5
B.Sc/HND	116	58.0	58.0	65.5
PGD	27	13.5	13.5	79.0
M.Sc	35	17.5	17.5	96.5
Mphil/Ph.D	7	3.5	3.5	100.0

Total	200	100.0	100.0
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Years_of_Employment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-5	17	8.5	8.5	8.5
6-10	53	26.5	26.5	35.0
11-15	94	47.0	47.0	82.0
16-20	19	9.5	9.5	91.5
21 and Above	17	8.5	8.5	100.0
Total	200	100.0	100.0	

Marital_Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	42	21.0	21.0	21.0
Married	151	75.5	75.5	96.5
Divorced	2	1.0	1.0	97.5
Separated	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I like the people I work with, this gives me satisfaction	200	2.00	4.00	3.1300	.46279
The work environment is unfriendly and unsatisfactory to work	200	1.00	3.00	1.9750	.52512
I would consider leaving my job for another due to lack of satisfaction	200	1.00	3.00	2.1300	.52390
My current pay hardly satisfy my expectation	200	1.00	3.00	2.8100	.47437
I do not receive enough support from my organization as a journalist	200	1.00	3.00	2.0250	.47487
I am well paid as a journalist	200	1.00	3.00	1.8850	.59459

Ancestries are giving for a job well done, which gives me a sense of satisfaction.	200	2.00	3.00	2.5750	.49558
There should be regular increment in my salary as a journalist	200	3.00	4.00	3.4150	.49396
I would perform better as a journalist if my work is adequately rewarded	200	3.00	4.00	3.9050	.29395
There should be regular promotion for me as a journalist to give me job satisfaction.	200	3.00	4.00	3.3700	.48402
Valid N (listwise)	200				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I have a safe work environment that enhance my career progression	200	2.00	4.00	3.0200	.43652

My job grants me the opportunity to take part in training that guarantee my career progression.	200	2.00	4.00	3.0900	.51305
There is a gradual promotion in on job which serve as sure way to my career progression	200	1.00	4.00	3.0750	.43626
There is no regular promotion for journalist in my organization	200	1.00	3.00	1.9850	.36804
I a am gradually improving on my skill as a journalist	200	3.00	4.00	3.3850	.48782
Additional education as a journalist is really improving my skill	200	3.00	4.00	3.8350	.37211
I am on the same level since I was employed as a journalist	200	1.00	3.00	1.7900	.53604
I would perform better as a journalist if there is a regular promotion for me	200	3.00	4.00	3.1750	.38092

My organization does not encourage participation of skills / training progression	200	1.00	3.00	1.9700	.45842
I am currently on education training that guarantees my career advancement.	200	2.00	4.00	2.7150	.53404
Valid N (listwise)	200				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Good wages and salaries	200	1.00	2.00	1.5450	.49922
Regular promotion	200	1.00	2.00	1.0900	.28690
Emolument	200	1.00	2.00	1.0350	.18424
Conducive work environment	200	1.00	2.00	1.6050	.49008
Job condition	200	1.00	2.00	1.2800	.45013
Allowances	200	1.00	2.00	1.7100	.45490
Awards and prizes	200	1.00	2.00	1.7000	.45941
Good communication with co-workers	200	1.00	2.00	1.1100	.31367

Recognition	200	1.00	2.00	1.7400	.43973
Security	200	1.00	2.00	1.9750	.15652
Valid N (listwise)	200				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Are you satisfied in your job as a journalist	200	2.00	4.00	3.6250	.53461
Do you think you are given opportunity to climb the ladder in your career as a journalist	200	2.00	4.00	2.9000	.51118
In your own opinion is their job satisfaction in journalism	200	2.00	4.00	3.1700	.50236
Do you believe your progression as a journalist can give you job satisfaction	200	3.00	4.00	3.0850	.27958
Do you think career progression is of any importance in journalism	200	3.00	4.00	3.8250	.38092

Do you think there can be job satisfaction without career development	200	1.00	3.00	1.9100	.49307
In your own opinion, is career progression a tool to journalist's job satisfaction	200	2.00	4.00	3.5700	.59740
Valid N (listwise)	200				

Statistics

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	I like the people I work with, this gives me satisfaction	The work environment is unfriendly and unsatisfactory to work	I would consider leaving my job for another due to lack of satisfaction	My current pay hardly satisfy my expectations	I do not receive enough support from my organization as a journalist	I am well paid as a journalist	Ancestries are giving for a job well done, which gives me a sense of satisfaction.	There should be regular promotion for me as a journalist if my work is adequately rewarded	I would perform better as a journalist if my work is adequately rewarded	There should be regular promotion for me as a journalist if my work is adequately rewarded
N Valid	200	200	200	200	200	200	200	200	200	200
Missing	0	0	0	0	0	0	0	0	0	0
Mean	3.1300	1.9750	2.1300	2.8100	2.0250	1.8850	2.5750	3.4150	3.9050	3.3700
Std. Deviation	.46279	.52512	.52390	.47437	.47487	.59459	.49558	.49396	.29395	.48402

I like the people I work with, this gives me satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	10	5.0	5.0	5.0
	AGREE	154	77.0	77.0	82.0
	STRONGLY AGREE	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

The work environment is unfriendly and unsatisfactory to work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	30	15.0	15.0	15.0
	DISAGREE	145	72.5	72.5	87.5
	AGREE	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

I would consider leaving my job for another due to lack of satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	16	8.0	8.0	8.0
	DISAGREE	142	71.0	71.0	79.0
	AGREE	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

My current pay hardly satisfy my expectation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	7	3.5	3.5	3.5
	DISAGREE	24	12.0	12.0	15.5
	AGREE	169	84.5	84.5	100.0
	Total	200	100.0	100.0	

I do not receive enough support from my organization as a journalist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	20	10.0	10.0	10.0

	DISAGREE	155	77.5	77.5	87.5
	AGREE	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

I am well paid as a journalist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	48	24.0	24.0	24.0
	DISAGREE	127	63.5	63.5	87.5
	AGREE	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

Ancestries are giving for a job well done, which gives me a sense of satisfaction.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	85	42.5	42.5	42.5
	AGREE	115	57.5	57.5	100.0
	Total	200	100.0	100.0	

There should be regular increment in my salary as a journalist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	117	58.5	58.5	58.5
	STRONGLY AGREE	83	41.5	41.5	100.0
	Total	200	100.0	100.0	

I would perform better as a journalist if my work is adequately rewarded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	19	9.5	9.5	9.5
	STRONGLY AGREE	181	90.5	90.5	100.0
	Total	200	100.0	100.0	

There should be regular promotion for me as a journalist to give me job satisfaction.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	126	63.0	63.0	63.0
	STRONGLY AGREE	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

Statistics

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	I have a safe work environment that enhance my career progression	My job grants me the opportunity to take part in training that guarantee my career progression.	There is a gradual promotion in job which serve as sure way to my career progression.	There is no regular promotion for journal ist in my organization	I am gradually improving on my skill as a journal alist	Additional education as a journal alist is really improving my skill	I am the same level since I was employed as a journal alist	I would perform better as a journalist if there is a regular promotion for me	My organization does not encourage participation of skills / training progession	I am currently on education training that guarantee my career advancement.
N Valid	200	200	200	200	200	200	200	200	200	200
Missing	0	0	0	0	0	0	0	0	0	0

Mean	3.0200	3.0900	3.0750	1.9850	3.3850	3.8350	1.7900	3.1750	1.9700	2.7150
Std. Deviation	.436526	.513056	.43626	.36804	.48782	.37211	.53604	.38092	.45842	.53404

I have a safe work environment that enhance my career progression

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	17	8.5	8.5	8.5
	AGREE	162	81.0	81.0	89.5
	STRONGLY AGREE	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

My job grants me the opportunity to take part in training that guarantee my career progression.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	18	9.0	9.0	9.0

AGREE	146	73.0	73.0	82.0
STRONGLY AGREE	36	18.0	18.0	100.0
Total	200	100.0	100.0	

**There is a gradual promotion in on job which serve as sure way to my career
progression**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	3	1.5	1.5	1.5
DISAGREE	3	1.5	1.5	3.0
AGREE	170	85.0	85.0	88.0
STRONGLY AGREE	24	12.0	12.0	100.0
Total	200	100.0	100.0	

There is no regular promotion for journalist in my organization

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	STRONGLY DISAGREE	15	7.5	7.5	7.5
	DISAGREE	173	86.5	86.5	94.0
	AGREE	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

I am gradually improving on my skill as a journalist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	123	61.5	61.5	61.5
	STRONGLY AGREE	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

Additional education as a journalist is really improving my skill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	33	16.5	16.5	16.5
	STRONGLY AGREE	167	83.5	83.5	100.0

Total	200	100.0	100.0
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I am on the same level since I was employed as a journalist

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	54	27.0	27.0	27.0
DISAGREE	134	67.0	67.0	94.0
AGREE	12	6.0	6.0	100.0
Total	200	100.0	100.0	

I would perform better as a journalist if there is a regular promotion for me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid AGREE	165	82.5	82.5	82.5
STRONGLY AGREE	35	17.5	17.5	100.0
Total	200	100.0	100.0	

My organization does not encourage participation of skills / training progression

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	24	12.0	12.0	12.0
DISAGREE	158	79.0	79.0	91.0
AGREE	18	9.0	9.0	100.0
Total	200	100.0	100.0	

I am currently on education training that guarantees my career advancement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DISAGREE	65	32.5	32.5	32.5
AGREE	127	63.5	63.5	96.0
STRONGLY AGREE	8	4.0	4.0	100.0
Total	200	100.0	100.0	

Statistics

	Good wages and salaries	Regular promotion	Emolument	Conducive work environment	Job condition	Allowances	Awards and prizes	Good communication with co-workers	Recognition	Security
N Valid	200	200	200	200	200	200	200	200	200	200
Missing	0	0	0	0	0	0	0	0	0	0
Mean	1.5450	1.0900	1.0350	1.6050	1.2800	1.7100	1.7000	1.1100	1.7400	1.9750
Std. Deviation	.49922	.28690	.18424	.49008	.45013	.45490	.45941	.31367	.43973	.15652

Good wages and salaries

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TRUE	91	45.5	45.5	45.5

	FALSE	109	54.5	54.5	100.0
	Total	200	100.0	100.0	

Regular promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	182	91.0	91.0	91.0
	FALSE	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Emolument

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	193	96.5	96.5	96.5
	FALSE	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Conducive work environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	79	39.5	39.5	39.5
	FALSE	121	60.5	60.5	100.0
	Total	200	100.0	100.0	

Job condition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	144	72.0	72.0	72.0
	FALSE	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Allowances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	58	29.0	29.0	29.0
	FALSE	142	71.0	71.0	100.0
	Total	200	100.0	100.0	

Awards and prizes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	60	30.0	30.0	30.0
	FALSE	140	70.0	70.0	100.0
	Total	200	100.0	100.0	

Good communication with co-workers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	178	89.0	89.0	89.0
	FALSE	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

Recognition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRUE	52	26.0	26.0	26.0
	FALSE	148	74.0	74.0	100.0

Total	200	100.0	100.0
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Security

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TRUE	5	2.5	2.5	2.5
FALSE	195	97.5	97.5	100.0
Total	200	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Are you satisfied in your job as a journalist	200	2.00	4.00	3.6250	.53461
Do you think you are given opportunity to climb the ladder in your career as a journalist	200	2.00	4.00	2.9000	.51118
In your own opinion is their job satisfaction in journalism	200	2.00	4.00	3.1700	.50236

Do you believe your progression as a journalist can give you job satisfaction	200	3.00	4.00	3.0850	.27958
Do you think career progression is of any importance in journalism	200	3.00	4.00	3.8250	.38092
Do you think there can be job satisfaction without career development	200	1.00	3.00	1.9100	.49307
In your own opinion, is career progression a tool to journalist's job satisfaction	200	2.00	4.00	3.5700	.59740
Valid N (listwise)	200				

Statistics

	Are you satisfied in your job as a journalist	Do you think you are given opportunity to climb the ladder in your career as a journalist	In your own opinion is their job satisfaction in journalism	Do you believe your progression as a journalist can give you job satisfaction	Do you think career progression is of any importance in journalism	Do you think there can be job satisfaction without career development	In your own opinion, is career progression a tool to journalist's job satisfaction
N Valid	200	200	200	200	200	200	200
Missing	0	0	0	0	0	0	0
Mean	3.6250	2.9000	3.1700	3.0850	3.8250	1.9100	3.5700
Std. Deviation	.53461	.51118	.50236	.27958	.38092	.49307	.59740

Are you satisfied in your job as a journalist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	5	2.5	2.5	2.5
	AGREE	65	32.5	32.5	35.0
	STRONGLY AGREE	130	65.0	65.0	100.0
	Total	200	100.0	100.0	

**Do you think you are given opportunity to climb the ladder in your career as a
journalist**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	37	18.5	18.5	18.5
	AGREE	146	73.0	73.0	91.5
	STRONGLY AGREE	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

In your own opinion is their job satisfaction in journalism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	11	5.5	5.5	5.5
	AGREE	144	72.0	72.0	77.5
	STRONGLY AGREE	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

Do you believe your progression as a journalist can give you job satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	183	91.5	91.5	91.5
	STRONGLY AGREE	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

Do you think career progression is of any importance in journalism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGREE	35	17.5	17.5	17.5

STRONGLY AGREE	165	82.5	82.5	100.0
Total	200	100.0	100.0	

Do you think there can be job satisfaction without career development

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	34	17.0	17.0	17.0
DISAGREE	150	75.0	75.0	92.0
AGREE	16	8.0	8.0	100.0
Total	200	100.0	100.0	

In your own opinion, is career progression a tool to journalist's job satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DISAGREE	11	5.5	5.5	5.5
AGREE	64	32.0	32.0	37.5
STRONGLY AGREE	125	62.5	62.5	100.0

Total	200	100.0	100.0
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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Career_Progression ^b		Enter

a. Dependent Variable: Job_Satisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.108 ^a	.012	.007	2.01623

a. Predictors: (Constant), Career_Progression

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	9.417	1	9.417	2.317	.130 ^b
	Residual	804.903	198	4.065		
	Total	814.320	199			

a. Dependent Variable: Job_Satisfaction

b. Predictors: (Constant), Career_Progression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	30.952	2.456		12.603	.000	26.109	35.795
Career_Progression	-.133	.087	-.108	-1.522	.130	-.306	.039

a. Dependent Variable: Job_Satisfaction

Bio-Data

A. Personal Data

Name: Omolayo Folake Oderanti
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Marital Status: Married

B. Education Background with Dates

- University of Ilorin, Ilorin, Kwara State
2000 *B.A Hons. Linguistics*
- Oyo State College of Education
1994 *N.C.E English/Hausa*
- Zumratul-Hajaj Community Grammar School, Olorunsogo, Ibadan
1988 *Senior School Certificate Examination*
- Local Government School, Orile, Oshodi, Lagos State
1982 *Primary School Leaving Certificate*

C. Extra-Curricular Activities

- Writing and Publishing
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Date

Signature

This is to certify that this thesis by Omolayo Folake Oderanti with Matric No. LCU/PG/001716 in the department of Mass Communication and Media Technology, Lead City University Ibadan is in full compliance with the approved University format and style.

Signature

Date

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