

Exploring the Challenges of Journalism as Profession: A Perspective of Female Journalists in Punjab

Fehmida Nawaz

M.Phil. Scholar (Department of Communication Studies),
Bahauddin Zakariya University, Multan.

Email: fehmidanawaz3@gmail.com

Abstract

This research paper explored the challenges and difficulties that female journalists in Punjab experience during their news-casting profession. Previously, research has been conducted on the difficulties that female journalists face in the profession, as well as their positions in newsrooms, media students' perceptions, and the nature of the job. Since the first female journalist entered the media, the current status of women has been a topic of discussion in a number of countries. However, the picture of women's conditions looks the same in both earlier and later studies. In order to reveal the true picture, the goal of this study is to gain access to the perceptions and attitudes of female journalist. Through in-depth interviews of female journalists, it is found that, despite the challenges of journalism, they are enthusiastic about making it their career. Female journalists were viewed as less responsive, non-serious, unnecessarily lamenting feminism, non-competitive, reluctant, etc., by both male and female editors.

Keywords: Journalism, Female Journalists, Profession, Challenges, Punjab.

1. Introduction

A significant number of people work in the media, which has evolved into a cultural industry, serving many different types of audiences. The future position of media within societies and nations is amply demonstrated by the growing and developing media and their powerful influences. After some

time, it started to become a lucrative industry, offering many job opportunities to those looking to enter it as a professional career (Ali & Nawaz, 2017).

According to Khursheed (1964), the English word "journalism" comes from "journal," which means a daily record of events. When journalism first began, newspapers and magazines were referred to as journals. Journalists were the people who organized the journals, and their profession was known as journalism. Now that it includes television journalism and satellite, it is called mass communication. Journalism is distinct from mass communication strictly speaking. Journal is a book or magazine in its literal sense, whereas mass communication refers to communication that can quickly reach a larger number of people. However, journalism and mass communication share the same objectives, with the exception of the means by which the content is conveyed.

The publication of newspapers, journals, and magazines as well as the content supplemented therein is the typical definition of journalism. Columns, editorials, features, picture journalism, letters, interviews, and other types of writing fall under this category. Journalists are those who carry out all of this. They might gather news, edit it, or write articles about a variety of subjects. This art is known as the profession of journalism.

The craft of news-casting incorporate complex work, for example, news gathering from various sources (by and large journalists gather the news), and altering the gathered news by changing over in consumable habits handily processed by the audience and viewers, (who plays out this obligation is called as duplicate proof-reader or sub supervisor). For the benefit of the general public, the news content may focus on current events or public affairs. This kind of content can be published or broadcast in any format.

1.1 Career Prospects in Journalism and the Challenges Faced by Female Journalists

The term "prospect", as defined by the British Dictionary (1979), refers to a possibility of future success, particularly grounded on present work or trends and an impression of the future i.e. what is assessment and supposition.

The media is now the fourth pillar of the state. Its regular job is a guard dog job in the public eye. There is a data upset and public has a journey for data about happenings all over the planet. Newspapers, magazines, journals, radio, television, and the internet - all forms of mass communication - have significantly increased employment opportunities worldwide. Media have evolved into cultural industries and businesses with a large workforce serving a diverse audience. In the end, mainstream journalism opened up a lot of opportunities for people with media training or who can become journalists with a lot of training.

The press, also known as journalism, is now an institution. Both an organization and an economic inventiveness are involved. Present day news-casting is an objective business type venture (Puri, & Fraser, 2000). Newspaper circulation has increased thanks to the printing press, which has led to an increase in employment at the journalism school. This is one reason why, despite the fact that mainstream media provide more prospects to those who want to pursue journalism as their profession and have a large number of women reporters worldwide, a large number of journalists, including women journalists, work in print media.

Workers in newspapers organizations have access to significant opportunities in a number of newspaper segments, including special features, comic strips, and writing for special editions. In the 19th century, there was an increased demand for advertising revenue, which compelled newspaper owners to write for women and made them active news consumers. They started hiring women journalists to cover women's pages for this reason.

According to book by Chamber et al. (2004) "Females and Reporting," financial pressures for newspapers overtook female newscasters in the nineteenth century for handling light subjects like fashion, craftsmanship, domestic issues, and society tidbits.

1.2 Women working in Corporate Organizations - Media

Females in the media ventures are credited for feminizing the media endeavours and making a circle for females in social enterprises. However, women journalists worldwide are prevented from holding positions of

decision-making power due to gender inequalities in the media. According to statistics, only a small percentage of women journalists hold senior media industry positions. Byerly and Ross (2006) included a number of studies from the 1990s that attempted to map women's employment in journalism worldwide.

For instance, a study that Lunenburg conducted in 1996 on nine European nations found that while women journalists made up more than one-third of all newsmen, sub-editors, and their respective editors, they only held 12% of the decision making power through editorial authority. Carolyn M. Byerly dissected six media companies during 2004 and found that main 7 females at panel level and similar numbers were found as CEOs.

1.3 Obstacles for Women Journalists and the Career of Journalism

Reporters' performance may be hindered by editors' pressure to produce colourful stories or to conceal true news. Press owners with corporate interests may sometimes exert pressure on journalists. Women journalists are confronted in greater depth. First and foremost, women journalists are not given the political beat, which puts a lot of pressure on the majority of newspapers. They work under the pressure of editors—most of whom are men - as well as management and ownership if they are given the beats. Former Aljareeda editor Tamseela Chishti shared her experience: She turned down an offer from PMLQ leader Parvaiz Elahi to super-lead a particular political story for publicity. In a similar vein, Aljareeda's new ownership during the 2008 elections forced her to make headlines claiming that PML-N had won, but she refused and did not conceal the fact.

1.4 The media's Political Economy and Gender Issues

The retention of possession in press has brought about shady proprietorship. Additionally, only men can own this property. Discrimination based on gender is the foundation of media's political economy. The majority of newspapers are owned by the six major media companies that have merged into six huge multinational corporations since the middle of the 1980s: AOL Time Warner, Disney, Viacom, News Corporations, Bertelsmann, and Vivendi. Production houses are typically owned by men in the media industry.

As a result, their impact can be realized in all forms of mass media, from movies to bulletin reporting (Byerly & Ross, 2006).

1.5 In the Media, Women Journalists are still Viewed as “Others”

Working female journalists are optimistic about a career in journalism. Both have out investigation and decided on 37 Districts in Punjab (Pakistan). Information regarding female journalists in the workforce, including editors and reporters, was gathered from the Council of Pakistan Press Club (CPPC). While there are no working female journalists in the other 27 districts, there are 753 working female journalists in the other 10 districts. All these women struggle with issues including workplace discrimination based on gender, a male-dominated profession, and social pressure that makes it difficult for women to work as journalists. However, female journalists have persuaded others to pursue journalism as a career (Shabana, et al., 2021).

Candid (2009) communicated the quandary that notwithstanding the best media instruction and preparing, females writers were as yet a small piece of media labour force. Women journalists are treated like “others” despite the fact that their skills demand a better position in newsrooms and more lucrative pursuits. For instance, in Pakistan, male and female media understudies are practically equivalent in their enlistment or even female understudies are more than male ones out of couple of cases yet a couple of taught females join media occupations. The majority switch careers, such as teaching or competing in exams. or simply wed and vanish from the scene. Women make up 40% of media educators at Punjab's public sector universities, according to the conducted study, but only 5.6% of journalists in the Punjab are women. APPCs)

The routinization of media as an acknowledgment of show of news-casting proliferates the male's authenticity of predominance in newsrooms. It is common knowledge that male journalists are better suited to the journalistic field due to their greater proximity to events. They travel extensively, are able to locate intricate news reports, work night shifts, and adapt to every setting. Females writers' presence in newsrooms makes the climate formal while work in reporting is casual and requests well-disposed climate.

Even female journalists recognize that the presence of a male is a sign of standard journalism. During this study, it is demonstrated. When women journalists were separately surveyed or interviewed in newsrooms, they reported being completely content with male editors' editorship. Two subeditors in the Jang newsroom in Faisalabad believed that the male collaborator made them feel at ease and that the potential of the editor and compatibility were unquestionable.

Women journalists are both victims of gender blindness and content with the presence of male journalists. They even believe that male cooperation is the reason for their success. Even those who are dissatisfied with the discriminatory assignment of news stories are aware of the "male-centricity" of what they consider to be typical journalistic practice, news worthiness, and public interest (Gillwald, 2005).

A man-as-norm structure as justification and a woman-as-interloper structure are essentially reinforced by the newsroom's ethos, which calls for impartial, competent journalism. A day will come when female writers start to oversee manly newsroom values with masculine styles, values, and uncovering approaches to acting, for instance, "Objectivity" (Byerly & Ross, 2004).

1.6 Glass Ceiling Effect

In a column that appeared in the Wall Street Journal in 1996, the term "glass ceiling" was used to describe the unnoticed obstacles that prevent women from achieving leadership positions in business and industry. Women are stigmatized sexually and prevented from rising to the top of any organization. According to Chamber et al. (2004), the U.S. Department of Labor defines the "Glass Ceiling" as "mock barriers based on attitudinal or structural biases" that prevent qualified women from advancing into upper management positions and from receiving assignments that can lead to developing skill and authority and, in return, promotion.

The International Federation of Journalists (IFJ) meeting in Seoul revealed that, while women make up 30 to 40 percent of the workforce in media organizations in developed countries, less than 1 percent of those

women hold managerial positions. This demonstrates that the "Glass Ceiling" in journalism is now a global problem. According to Chamber et al. (2004), the IFJ presented a seven-point plan to address this issue, which included improved working conditions for women and promotion within the media industry.

Even though there are now a lot of women working as journalists in the media, the glass ceiling still exists. *Women and Journalism*, written by Linda and Fleming, suggests that women journalists' decision to leave the media earlier after joining may be the reason why they have failed to break through the glass of invisible forces that impede their professional activities. It's possible that women will leave in order to spend more time with their families.

1.7 Females in Dynamic Positions

Females columnists as a rule don't have great situations in that frame of mind of publication or what ought to be printed and on broadcasted or not ought to be printed.

- 41% female writers regulated news or publication workers (43% men).
- 18% female writers (contrasted with 22% male) were proprietors, distributors, or upper-level chiefs (city editors or news chiefs).
- 32% of female writers (contrasted with 30% of men) were work area editors, task editors or right hand editors (Weaver & Willhoit, 1996).

The Weaver and Wilhoit families (1996) found that women editors had the same level of influence over the content of news as men did. They got interesting answers to some of their questions. These were the questions:

They inquired about how they affected hiring decisions: 40% of men and 35% of women in their target demographic indicated that they had an impact on hiring decisions in print media. Regarding mainstream media, 40.5 percent of men and 21% of women stated that they had a significant impact on decision-making. Could they choose which stories they worked on - In print, 47% of men and 46% of women answered yes, and in broadcasting, 54% of men and 47% of women answered yes. How many edits were done -

Journalism as Profession

In print, 39% of men and 43% of women work, and in broadcasting, 21% of men and 40% of women work. They carry out a lot.

At the coming of the 21st hundred years, female writers in America envelop just 24% as news chiefs and 20% of information chiefs at TV and radio separately (Cool, et al., 2002). Position-based gender differences vary greatly. For instance, women made up 21% of general managers and executive vice presidents and 14% of publishers and chief executive officers. In 2000 and 2002, 137 papers had 100% female assistant or associate publishers; in addition to roughly 39% of managing editors in both 2000 and 2002 (Enwefah, 2016).

In the 1980s, when newspapers' advertising appeal compelled them to attract women readers, there was a crisis in newspaper sales that led to the presence of women in managerial positions in Britain. It gave once in a lifetime kinds of chances to female columnists to appreciate top places of direction. This is affirmed by the way that those papers confronted monetarily emergency and began to employ females at editorship posts while the papers with aside dissemination were not rushed in recruiting female editors and depended on guys' true capacity for serious or political news.

Gender discrimination was more evident in television media. But the BBC has taken some steps to include women and minorities in mainstream media, which has made it easier for women to get hired and promoted in media organizations. Only six women held the BBC's top 165 executive and editorial positions in 1985. By 1992, 10% of its senior positions were held by women. Later on, Linda et al. (2004) report that women now hold 40% of middle management and senior professional positions at BBC and more than a third of senior executive and senior management positions.

Concerning British regional newspapers, only five of the 94 regional newspapers have female journalists at the helm (Christmas, 1997). A fascinating fact about women journalists in British media history is that, in contrast to newspapers and television, local radio stations had more female journalists in decision-making positions. According to a study that Fleming conducted in the East Midland City of Nottingham in 2000, four of the five

local radio stations were directly controlled by women. However, the primary obstacles to the extraordinary performance of female news editors were the inability to manage their homes alongside their jobs and the long hours they worked at radio.

1.8 The Problems Faced by Married Journalists

Women journalists frequently complain that when they get older or have children, media management forces them to quit because they can't balance their work and family life. As a result of media owners' inability to pay for their employees' working hours and the costs associated with setting up daycare centers, etc., many experienced women journalists in print and mainstream media are forced to resign from senior positions (Chamber et al. 2004).

Rebekah Swim studied from an example of female writers who stopped the newsrooms and found that out of 75 who had taken maternity leave, 22 couldn't get back to their positions as they were reprimanded by media directors who couldn't bear to give a month and a half of maternity leave. One of the women in the sample described her experience as: Because she was an executive, she was turned down for a part-time position. She fought for a year, but management ignored her and put her on the side-lines. She was eventually forced to accept a reduction, and even then, when her baby was involved in an accident, she had to leave work early.

1.9 Harassment of Women in the Newsroom

According to Steiner, Chamber, and Fleming's book "Women and Journalism," women journalists in British newsrooms were subjected to severe sexual harassment. They mentioned Eve Pollard who was from original of female columnists. She began her career in the tabloid "Sunday Express" from 1991 to 1994 and the Sunday Mirror in 1988. When she started working as an editor, male co-workers referred to her as "Killer Bimbo."

It was horrendous and shocking, how she (Janet Road Watchman) was welcomed. At the time, she and other female tabloid editors were referred to as "Killer Bimbo." If an individual act like an editor, it indicates that he or she is a difficult, multifaceted individual who must deal with explosive situations.

When a male editor appears on the front page, he calls it a disaster, is critical, and stands firm. When a woman editor does this, she is referred to as a bully and a demanding, enraged bitch. As cited in McCann (2000, p. 19), taken from Chamber et al. (2004)'s "Women and Journalism," sexual objectification of female journalists is also documented. It has been documented that even high-ranking women alter themselves, offer sex, and flirt in order to obtain a story. Senior BBC journalist Kate Adie noted, for example, how male associates physically misuse female columnists by taking advantage of their womanliness. When she returned to American newsrooms, she told her story and was asked about how Colonel Gaddafi was treated in an interview. 2004: The article Women and Journalism 100 was mentioned.

In American and British society, sexism persists. According to the findings of Weaver (1992), between 40% and 60% of the US women journalists surveyed had experienced harassment. An investigation of Indiana newsrooms shows that practically 70% of female writers said they had been irritated while working (Flatow, 1994). McAdams and Beasley (1994) observed that as 60% of females studied who worked in the State House Press Display had encountered lewd behaviour and 80% said that they thought inappropriate behaviour was an issue for females for the most part.

1.10 Pakistan's Media and Women

Women journalists in Pakistan had a difficult time avoiding being marginalized in the media. Their work is a development, a development what began from 1947 to work now for the privileges of females in Pakistan. This women's movement for rights includes women in the media (Khan, 2008).

Khan (2008) classified the history of women's struggle into three phases: The first occurred between 1947 and Bhutto's departure, and consisted primarily of battles over citizenship. The efforts made during Bhutto's tenure marked the second phase. Women's participation in all services that were open to them except the army underwent a significant shift. The so-called Islamization of Zia-ul-Haq was the third phase. Chaadar, Chardewari, and Qanoon-e-Shahdat were introduced. Media women were required to cover their heads.

Ladies' representation in mainstream media does not exactly reflect the inside of newsrooms. According to Rahman (2009), more women on television and in front of the camera do not necessarily mean more editorial autonomy for them.

In her 2009 address to the conference of South Asian Women in Media (SAWM), Shehar Bano Khan, the General Secretary, referred to a report on Pakistani media by Article 19 (2009), which stated that numbers did not necessarily indicate strength:

Over 50 television channels, 22 of which are privately owned, and 100 privately owned FM radio stations operate in Pakistan's major cities. However, only 5% of journalists in an industry with 1,000 daily, 1,650 weekly, and 2,700 monthly publications are women. There are very few women employed in both languages i.e. Urdu, and local language press, which represent 80% of the print media market. Since its inception in 1964, the Pakistan Television Broadcasting Corporation, which is controlled by the state, has only had one female managing director. According to SAWM (2007), numerous critiques view the inclusion of more women in the news media as nothing more than façade dressing.

2. Objectives of the Study

- To learn about the obstacles that women journalists face and how these obstacles affect their work.
- To resolve the most pressing issues that female journalists face.

3. Methodology

This research study has utilized qualitative research approach when semi-structured interviews of the journalists were conducted. The questions in semi-structured interviews were partially pre-planned. According to Krosnick (1999), this qualitative research method combines both predetermined sets of open-ended questions without adhering to formal gradient principles. A semi-structured interview was used in this study to find out how male and female editors view working female journalists. The editors in question are chosen based on gender and medium. The study includes 5 interviews in total i.e. two female editors from PTV and a newspaper, a female journalist with much

experience, the president of PFUJ, and a male editor from a local newspaper. Convenience sampling was used to conduct the select the sample of journalists. However, interviews of the respondents are analysed and written in a storytelling manner.

4. Analysis & Discussion

i. Respondent 1: Farida Hafiz

On May 3, 2014, Pakistan's most senior journalist, Farida Hafiz, arrived at the first-ever "Women Journalists Convention" in Pakistan. During her research, the investigator was also there at the same convention and took advantage of the chance to have a fruitful conversation with Farida Hafiz. She was kind enough to give her some time at the convention. She is an extremely courteous and capable lady.

She began the interview by introducing herself and sharing her struggle through the lengthy journalism process. Her mother was a housewife, and her father was a professor. In 1968, she tied the knot. She also had a reporter husband. Her professional life was satisfactory to her. During the Convention, she was warmly praised by PFUJ management for the sacrifices she made for press freedom. She earned a master's degree in English literature. She didn't get formal schooling and preparing in the news coverage calling. Be that as it may, her partners were her educators, as Irfan Qazi and Hassan Abidi, who assisted her in the reporting with careering.

When asked when and where she started her career, she said that she started at the daily "Mashriq" in 1965 and worked in the press for over 40 years. She started her vocation as a columnist prior to continuing on toward cover basically every sort of news-casting. She altered various ladies' pages and composed various elements while working for a magazine. Additionally, she writes short stories.

She recalled her memories and talked about the atmosphere in newsrooms at the time. She used to have the option to loosen up in that climate. Coworkers, both male and female, worked together like family. There was no gender bias, and they all respected one another. She proceeds, "Yet today the climate of newsrooms has totally changed because of specific

reasons." She was regretted at the changed potential gains of society and ensuing change in ethos of newsrooms. In view of social assumptions, the ongoing age gets more training. She also complained about the childish behavior of female columnists, which she had seen on that show.

In newsrooms, the behaviour of male co-workers was very important. She elaborated on the behaviour of her male co-workers by stating that there were no female reporters in the newsrooms when she joined the Mashriq, but male journalists used to be very kind, polite, and friendly. Later, when she worked for Mussarat Jabeen and Akhbar-e-Khawateen, she also worked in radio. She also admired the male co-workers' cooperation when reporting news and meeting deadlines. She did the late-night shifts because of that. Keeping in mind her feminism, they never dealt with her.

She continues and shares her experience, pointing out that newspaper top management plays a significant role in the successful careers of journalists. In newsrooms, there was a conspiracy-making element, and top management frequently did not appreciate her exclusive stories. However, she prevailed in every circumstance with the assistance of male co-workers.

She expressed her opinion regarding women journalists: "Women journalists must be more serious and compatible for their recognition not as lady reporters but as high profile journalists." While male and female columnists have particular guts, dependable, and reasonable for newsroom values, female writers should be more serious and viable.

She said that reporting gave her more adventures and prepared her to face challenges in real life, so she turned down numerous editorship offers and was happy with her choices. Her family upheld her a great deal all through her expert profession particularly her better half, who was likewise a columnist assisted her with conquering every one of the difficulties in her vocation.

She provided a list of journalistic values that female journalists lacked, and without them, Pakistani women journalists would be unable to attain the prestigious position in newsrooms. She claimed that women journalists were less serious about their work, did not respect their dignity, and made newsrooms into laughing stock. They act like young schoolgirls. The majority

of female journalists' lack of sobriety is to blame for sexual harassment in newsrooms.

The male journalists were astonished when she described her courageous experience. During the year, 1978, during the Marshall Regulation time of Zia ul Haq (the dictator regime), when columnists sent off a meeting against the assents on writers in Lahore; and the police then also captured numerous writers, she was one of them. She was secured in prison for a single night deprived of illuminating her loved ones. She described this as a turning point in her career as a journalist. She advised female journalists to be courageous in order to prevent men from exploiting them in newsrooms.

ii. Respondent 2: Tamseela Chishti (Sub-editor of the 'Awaz')

She was also editor of the "Aljareeda" and "Musawat" daily newspapers. Her family had a career in journalism. Her father reported on crimes. She has an English master's degree. She was employed by "Musawat" from 1989 to 1998. She was an editor and served as news editor and editorial writer for "Aljareeda." She tied the knot in 1994, and her husband was chief of the daily "Abtak" newsroom. She had total support from her family.

She credited the low pace of enlistment of females to the sensation of weakness. Her assertion was that women had fewer opportunities in the workplace. Women often put boundaries on themselves. There were also pressures from family and friends. She also voiced her displeasure at Female's lack of seriousness, particularly in print media.

On being gotten some information about her involvement with reporting chipping away at various assignments, she said that when she used to work the climate was positive for her in the newsroom of the everyday Musawat. She collaborated with senior citizens such as Zaheer ud Din Babar, Abdul Hameed, Minhaj Barna, and Nisar Usmani, among others. They gave her regard. The environment during that scenario and right now are very similar. There found no gender based discrimination in the Musawat. However, the fact that women were working in newsrooms at the time surprised many men.

She talked about her career struggles. She was in charge of nearly 250 employees, seven to eight of whom were women. The men's behavior toward her was excellent. They also followed her orders without considering that she was a "female." However, she continued, when she joined the "Jang," the male employees were initially uncooperative. She was rejected by the male-dominated newsroom. However, they eventually accepted her as a colleague.

She acknowledged that the management of Awaz harassed her and gave her a difficult time by criticizing and detecting her activities and routines for many months when she joined "Aljazeera" and left "Awaz." This was in response to the question of whether she ever experienced harassment in newsrooms. She went on to say that the owners of media companies always made sure they got their own benefits, believed rumors about their employees, and pressured them to get news out by deadlines.

Yet, she told about approaches made by her as accountable for newsrooms and said that she generally gave free hand to female writers. She never discriminated against talent based on gender. Compensation should be expanded and movement recompenses ought to be expanded as it would bring an ever increasing number of skilled female columnists to news-casting, she trusted.

She acknowledged that she was frequently put under pressure by unseen forces. She turned down Parvaiz Elahi's request to super-lead some political news for publicity. In a similar vein, Aljazeera's new ownership during the 2008 elections forced her to make headlines claiming that PML-N had won, but she refused and did not conceal the fact.

iii. Respondent 3: PTV's Fauzia Shahid

She joined news-casting a long time back and worked on paper media for a very long time as boss journalist and in mainstream media for a very long time and for a considerable length of time in the APV and for a considerable length of time in the PTV. She is currently in charge of the editorial board at the PTV. She earned a master's degree in Urdu literature and worked with Bashir ul-Usmani to gain experience.

Journalism as Profession

She said that the situation had changed. After the advent of mainstream media, women began to pursue journalism as a profession, in contrast to the past. The game of journalism is one of potential. She described her career as a reporter and stated that the Editor assigned each assignment based on her exposure and preferences.

She bravely adjusted herself in male-dominated newsrooms. She never exploited her femininity. She left behind her femininity and worked as a reporter for the "Shahab." Because of the news's veracity, she was subjected to numerous serious threats. Invisible forces posed a threat to her when she encountered news articles that exposed widespread corruption during the Musharraf era. She was a part of the progressive media movement during Zia ul Haq's tenure and faced a number of obstacles. She once faced a serious threat while she was the Secretary General of PFUJ and defended herself on her own. She concluded that her news never fluctuated.

She was dissatisfied with the accomplishments that female journalists achieved during the conflict. She was disappointed that Pakistan did not recognize women as journalists. She worked during Zia's time. However, in the present day, women journalists lacked that spirit. Organizations additionally restricted them to specific tasks.

She reflected on her experience and stated that one must acquire journalistic values when entering the profession. Women were exploited by those seeking special favours. Despite the fact that the mainstream media provided women with more opportunities, women were partially to blame for the increased harassment and other challenges they faced as a result of their lack of interest, lack of professionalism, and reduced work on ATV and PTV.

She went on to say that men journalists had more potential and spirit than women journalists. While the women made inane excuses, they were ready to go anywhere. Male journalists responded quickly. Women editors were more impolite, and impolite behaviour was not considered journalism.

iv. Respondent 4: Afzal Butt, PFUJ President

In 1991, Afzal Butt, president of the Pakistan Federal Union of Journalists, began his professional career as a subeditor for the newspaper Pakistan. Later

on the administration of 'Pakistan' moved him to Muzaffarabad where he began announcing. He received media education and appropriate training to meet the requirements of his profession.

He examined the circumstance of recruiting female writers in both mainstream media and print media. As indicated by him, media associations, particularly bigger undertakings like to select those writers who can work for entire year and 24 hours. Therefore, women are discouraged by media administrations due to special circumstances involving women, such as pregnancy, special days, and maternity leave.

Because women journalists don't take their jobs seriously, organizations' managements can take the risk of hiring them instead of men. Females need exceptional blessing for their feminity, he further added. Afzal Butt stated that the administration of PFUJ is attempting to force media organizations to provide women journalists with a comfortable environment and fulfil all of their needs, including separate washrooms, baby care rooms, three-month maternity leave, security, and insurance. He also stated that women face certain challenges, such as male journalists being paid more than women journalists, masculine newsroom values, women being paid less than their actual work, and women being underpaid.

He went on to discuss the issues of femininity that hinder the work of female journalists. For instance, in our society, women journalists are forbidden from going to male news sources at night for fear of scandal.

He responded, "The management of PFUJ is trying seriously to give more and more membership to female." This was in response to the question, "Is PFUJ taking steps to give more membership to women journalists?" He went on to say that out of a total membership of 2700 national press clubs, only 150 include women journalists.

v. Respondent 5: Farooq Faisal Khan ("Nai Baat" Group Editor)

He was an expert in mass communication. He held positions with "Nawaye Waqat, Pakistan," "Din," "Express," "AJJ TV," and "Nai Baat." He began his career in newsrooms in 1981, progressing to become the resident editor of "Nai Baat," editor of "Express," and executive editor of AJJ after 1996. He

shared his career story, mentioning how challenging it was to enter this field. He was of the opinion that although media education was not required, it could prove to be an additional benefit because the theoretical ideas can improve professional guts. He enjoyed his interactions with female journalists. He stated that female journalists are more accountable.

He cited two factors for the rise of women in journalism: 1) the rise of mainstream media and the enticement of a salary; 2) the financial requirements of families. The state of "A class, B class, and C class" media organizations affects the situation of female journalists in those organizations. Women have always had it hard in a society that is dominated by men. Female journalists everywhere face difficulties, with the exception of a few in established organizations.

In addition, he stated that male journalists, who were accustomed to speaking freely and abusively, would find it difficult to deal with female employees in newsrooms. Female journalists were also restricted in their media roles by social taboos. In response to the question about the harassment, he stated that nearly every organization; At any cost, harassment is not tolerated. Women journalists are shy, so they hesitate to report cases of harassment. Concerning the possibility that female journalists would make the best decisions, He agreed that, given the chance, female journalists could be the best decision-makers. However, women on their own are reluctant and do not wish to work through the night.

5. Conclusion

This study has reached a conclusion after examining and analysing the various aspects of journalism that are relevant to female journalists. Starting with an assessment of the different ups and downs of female writers' battles throughout the span of their professions, the point is presented. The analyst arrives at the resolution that in spite of the ascent of present day reporting and new media, which changed the possibilities of reporting, the image is as yet miserable in regards to the troubles that female writers face because of orientation legislative issues in media foundations. A literature review provides a more comprehensive picture of women's struggle, and numerous studies are thoroughly investigated to discover newsrooms that are dominated

by men and women. The statistical method was used to analyse the data, and by looking at the attitude of female journalists and media students, the findings of this study reveal a few different facets of the issue.

Women journalists in Punjab have a positive outlook on the field, according to the data analysis discussion. They face few obstacles despite remaining content, and they are generally pleased with the atmosphere of newsrooms. Female writers in the media make up just 5.5% of the absolute populace of columnists signed up for different press clubs in Punjab.

The gatherings from different male and female media specialists present entire novel picture. The majority of interviewees expressed dissatisfaction with the manner in which female journalists behaved, including their lack of seriousness, sobriety, refusal to work the night shift, leaving after marriage, rudeness, unnecessary shyness, seeking special favour, taking advantage of their femininity, and the fact that male responses were delivered more quickly. Additionally, they cited a number of factors that hinder the performance of female journalists. It could be that there isn't enough transportation, that there isn't enough pay, that larger organizations don't want to hire more women as journalists, that there is more harassment in Urdu journalism, and that men control policy, political beats, and investigative reporting.

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