



Factor Influencing Cost Consideration Of Media Personnel Introduction

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Abstract: *The mass media have an important role in modern democratic society as a main channel of communications and the population rely on news and other items as main source of information on which they form their opinion.*

Print media is an old business which for long maintained its position as the number one form of information. Electronic media on the other hand includes all information's or data which are created, distributed and accessed using any form of electronic, electro mechanical energy or any equipment used in electronic communication. The mechanism of communication in these two types of media differs a lot and the persons who are managing the media as such, the media persons in these two types of media definitely performing different jobs. Media persons are basically social being and their responses are definitely determined by their socio cultural and economic profile. The paper examines the role of socio, cultural, economic profile in the relation to the cost consideration of subscription of services.

Key Words: Equipments, Electronic, Mechanical, Energy, Cultural , Evolution, Dominance.

Communication is not just an act. The process of communication includes transmission of information, ideas, emotions, skills, knowledge by using symbols, words, pictures, figures, graph or illustration. The act of communication is referring the transmission of values related/associated with human behaviour influence communication by all the aspect of life. It relates people and society in general.

Here it is too note that mass communication is a process of creating shared meaning between the mass media and their audiences. Mass communication differs from interpersonal communication.

Historically, we can distinguish two major media traditions in India- the older tradition of a diverse, pluralistic, and relative lyin dependent press, and they own gertradition of state- controlled radio and television. Most objective observer sare likely to agree that for all its faults, contradictions, and conflicts of interest, the first is a worth while tradition while these can disastultifying and largely miss penttradition, representing a great democratic and developmental opportunity squandered

(Ram2000:241-242).1

Before Freedom: History of print media and written communication follows the progress of civilization which in turn move din response to changing cultural technologies. The transfer of complex information, ideas and concepts from one individual to another, or to a group, under went extreme evolution since pre historic times.

As far as the print media is concerned after independence when the five year plan is initiated by the government for planned development, it was the newspaper which gave great importance to developmental themes. As print media is the oldest form of mass media and it is affected by digital media. Fast developing countries improve media administration and use of new technology is seen and with the use of new technology electronic media show its dominance.

Electronic media provide knowledge on every branch of human society starting from surveillance, interpretation, entertainment and advertising content.

Information can be transformed in radio and television mode. In a package it has speech,

music, sound, silence and pictures which are combined for forming audio-visual effects. So we can say that this form is more interesting than print media and it accompany the large audience group and in this race internet play a totally a mixed role of print and electronic media respectively.2

In present day Indian print and electronic media are considered as most influential agent of social changes. Development for research management of print and electronic media it is important to have skilled personnel's to run the business. As the nature of collection, arrangement, production of printing, circulation or broadcast and last but not the least the finance aspect of both the media required well trained and skilled professionals.

The Objectives of the present work is to analyse the interrelation between the social profile of the print and electronic media professionals and their cost consideration for media subscription.

The present paper is based on an imperial study conducted in four different states of India. To make our study objective and in-depth we have selected four states as the study area by using lottery method. Finally Madhya Pradesh, Himanchal Pradesh, Punjab, And Delhi these states have been selected. The capital of these 4 states conveniently and purpose full selected considering the concentration of offices/ studios/bureau of various media houses. 150respondents from each media a total of 300 samples have been selected as representative respondents from these fourcentres. Astructure interview schedule have been prepared and tested in field situation to estimate its reliability. Modifications have been made and final interview schedule has been constructed for data collection. Data thus collected have been arranged and systematically presented in various 'tables' which have been interpreted considering the research objectives.

HYPOTHESIS: There is no difference of various social profile of media professional's in relations to cost consideration in media selection.

TABLE NUMBER: 1

Gender of Respondents and Cost Consideration

Cost consideration	Distribution of respondents				Total	
	Male		Female		Frequency	Percentage
	Frequency	Percentage	Frequency	Percentage		
Strongly Disagree	104	83.9	20	16.1	124	100
Disagree	56	82.4	12	17.6	68	100
Can't Say	31	75.6	10	24.4	41	100
Agree	30	81.1	7	18.9	37	100
Strongly Agree	20	66.7	10	33.3	30	100
Total	241	80.3	59	19.7	300	100

Pearson Chi Square: 5.297a

Degree of Freedom: 4

The data and interpretation reflect that there is a close relation between gender and cost consideration for selecting a media. Female personnel are more particular than their male counterpart.

TABLE NUMBER: 2

Marital status of Respondents and Cost Consideration

Cost consideration	Distribution of respondents				Total	
	Married		Unmarried		Frequency	Percentage
	Frequency	Percentage	Frequency	Percentage		
Strongly Disagree	73	58.9	51	41.1	124	100
Disagree	39	57.4	29	42.6	68	100
Can't Say	18	43.9	23	56.1	41	100
Agree	20	54.1	17	55.9	37	100
Strongly Agree	17	56.7	13	43.3	30	100
Total	167	55.7	133	44.3	300	100

Pearson Chi Square: 5.159

Degree of Freedom: 8

Marital Status of media personnel also associated with the cost consideration of opting media items/packages. Married media personnel are more particular of cost consideration than their unmarried media personnel. This is due to the household expenditure pattern of family in which they belong. Unmarried media personnel expend more on purchasing media items/packages.

TABLE NUMBER: 3

Nature of Job and Cost Consideration.

Cost consideration	Distribution of respondents						Total	
	Permanent		Temporary		Contractual		Frequency	Percentage
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage		
Strongly Disagree	74	59.7	18	14.5	32	25.8	124	100
Disagree	51	75.0	8	13.8	9	13.2	68	100
Can't Say	26	63.4	5	12.2	10	24.4	41	100
Agree	26	70.3	3	8.1	8	21.6	37	100
Strongly Agree	17	56.7	3	10.0	10	33.3	30	100
Total	194	64.7	37	12.3	69	23.0	300	100

Pearson Chi Square: 7.954

Degree of Freedom: 8

The data shows that the nature of job in relation to their permanency influences the purchase of media items. Permanent staffs are not bothering much in purchasing media item/packages. As they get better monthly emolument than temporary or contractual staffs.

TABLE NUMBER: 4

Current Job Profile and Cost Consideration.

Cost consideration	Distribution of respondents				Total	
	Print Media		Electronic Media		Frequency	Percentage
	Frequency	Percentage	Frequency	Percentage		
Strongly Disagree	66	53.3	58	46.7	124	100
Disagree	33	48.5	35	51.5	68	100
Can't Say	22	53.6	19	46.4	41	100
Agree	19	51.4	18	48.6	37	100
Strongly Agree	10	33.3	20	66.7	30	100
Total	150	100	150	100	300	100

Pearson Chi Square: 6.404

Degree of Freedom: 4

The table connotes that the employment of media personnel in print or electronic media do not have any significant influence on purchasing of media items. Media personnel of both the mode are expressing similar views.

TABLE NUMBER: 5

Year of Experience and Cost Consideration.

Cost consideration	Years of experience in the media industry					Total
	Up to 3 years	3-5 years	5-10 years	10-15 years	More than 15 years	
Strongly disagree	29	21	43	18	13	124
	23.4%	16.9%	34.7%	14.5%	10.5%	100.0%
Disagree	14	12	20	14	8	68
	20.6%	17.6%	29.4%	20.6%	11.8%	100.0%
Can't Say	18	5	8	7	3	41
	43.9%	12.2%	19.5%	17.1%	7.3%	100.0%
Agree	7	5	13	8	4	37
	18.9%	13.5%	35.1%	21.6%	10.8%	100.0%
Strongly agree	9	5	7	4	5	30
	30.0%	16.7%	23.3%	13.3%	16.7%	100.0%
Frequency	77	48	91	51	33	300
	25.7%	16.0%	30.3%	17.0%	11.0%	100.0%

Pearson Chi Square: 14.086

Degree of Freedom: 16

Data pertaining to the association between length of experience of media personnel of both the mode and cost consideration do not reflects any significant difference but the younger personnel the higher is the expenditure on purchasing of media items is invisible trend. It is due too to keep one updated to latest development and once approach to express is ability and expertise in respective fields.

CONCLUSION:

After serious interpretation we arrived at following conclusions:

1. Gender of the media professionals of both the mode plays a vital role in selecting a media package considering its cost.
2. Marital status of media personnel influence purchasing of media items and packages due to their other expenditure pattern associated with family affairs.
3. Job security plays an important role in finalizing cost consideration.
4. The nature of media where these personnel's are working has no influence on cost consideration.
5. It is also very significant that length of service does not have any considerable association with cost consideration.

Finally we are in position to say that social profile of personnel's working in print media and electronic media plays important role in determining cost consideration while professional profile playing less important role.

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