Job Satisfaction of Editors at Daily Bahraini Newspapers “Field Study on Al-Ayam and Al-Belad Newspapers”

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Abstract:

Job satisfaction is one of the specialized interests in investigating the compatibility of an individual with any field ever. Since work has become a vital axis in the human life, for it fulfils his ambition, direction and personal motivation which are necessary to continue the journey of life, the sense of satisfaction has become – as an indicator– one of axiomatic matters that explain the extent of harmony of the individual with his work, through the material and moral aspects, for their positive and negative impact in stimulating the desire or the motivation in him to carry out this work perfectly. Since journalism is linked to creative production, the existence of an effective satisfaction is one of the necessities to boost the moral spirit and to increase the performance rates of the journalists.

In this respect, this study, entitled “Job Satisfaction of Editors of Daily Bahraini Newspapers–Field Study of Al Ayam and Al Belad Newspapers” to gauge the level of satisfaction of the editors in these newspapers about their work through survey, analysis and a complete scientific methodology.

This study aims to understand the reality of the editor’s work in the daily Bahraini newspapers for the sake of identifying the level of satisfaction at their work, which will be measured through analysis and interpretation of the relationship between the level of job satisfaction and the variables of (gender, nationality, age, academic level, years of experience, income level, etc.). This is in addition to the impact of increase or decrease of satisfaction level – either positively or negatively – in the practice of their
occupation, and explore the reasons for the variations in their performance, and studying the influential factors on this performance. The detection of such aspects is the only way towards the progress and development of journalism profession by the interested parties and decision makers.

To achieve its objectives, the study has adopted the scanning approach of both levels: the descriptive and analytical. It also used two tools for all the data namely: questionnaires, scientific unregulated interviews.

The study sample consisted of (80) editors from Al Ayam and Al Belad newspapers, i.e. (40) Editors from each newspaper, who were selected randomly. The study uses the job satisfaction measure which consists of four main domains and (11) sub-domains. Also (8) interviews were conducted with chief editors, writers and journalists in the local newspapers.

In this framework the study attempts to come up with a set of results and recommendations, to support the satisfaction factors for the journalists working in the Bahraini journalist institutions. The most important results found are:

- The job satisfaction rate of the editors at Bahraini newspapers was medium, and the highest level of satisfaction among the editors of newspapers – subject of study– was regarding the relationship with the work colleagues, while satisfaction regarding the relationship with the direct superior was in the second place, then the job satisfaction (financially) from work.
The results of sub-domains show that the highest levels of job satisfaction was regarding professional relationship with the work colleagues, then the psychological satisfaction.

The results confirmed that there were no statistically significant differences in the level of job satisfaction for editors in the daily Bahraini newspapers for the variables related to: type of newspaper.

Regarding the level of satisfaction in the relationship with work colleagues it was found that there was no statistically significant differences per the variables: type of newspaper, nationality, specialization, and there were some statistically significant differences in the level of job satisfaction as per the variable of gender in favor of males.

The results shows that there were statistically significant differences in the level of relationship with the direct superior for editors as per the variable of monthly income in favor of those with income lower than BD 500, and there were statistically significant differences in the level of job satisfaction (financial) for as per the variable of monthly income in favor of those with income from BD 1000 to those with income lower than BD 1500.

Accordingly, the study recommends the necessity to enroll the editors of daily Bahraini newspapers in training courses that are necessary under their job requirements, so such courses prepare them to attain efficient performance.

The study also recommends the necessity of establishing a clear basis to increase the material return of the journalists through
creation of a perfect professional model which allows the journalist to make a flexible progress to receive higher gains in case he/she expert more and qualitative efforts.