

Impact Of Perceived Job Stress On Work-Home Conflict

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Abstract: Job stress has been an omnipresent connecting link between all occupations and across all industries. It has been both a concern and target of remedial measure for human resource department in leading organizations of the world. Pressure at work, particularly in the high-performance zones, tends to affect performance and has several other repercussions- be it health related or productivity related. This study evaluates the association of job stress and work-home conflict in the context of Indian journalists. 120 journalists from India were made to fill a structured and standard questionnaire comprising questions on job stress and work-home conflict. These journalists hailed from English press, vernacular press and those working in both mediums. On application of correlation and regression analysis it was concluded relation of both parameters was significant and positive, implying that the association between the two is inversely proportional. Hence for Indian Fashion and Lifestyle Journalists if job stress increases, the work-home conflict is less. This is contrary to the common notion that increase in job stress may also increase the conflict that an employee carries from work to home.

Index Terms: Job Stress, Work-Home Conflict, Indian Journalists, Media, Journalists

1. INTRODUCTION

Employees engaged in reporting segments in the media industry- better and more appropriately referred to as journalists, have always struggled with pressure of deadlines. News business and a news journalist cannot afford to lag behind in terms of news reporting! Media industry therefore is a high pressure industry and this pressure daily and hourly, not quarterly and annual. To be able to provide news "before others" and be "better than others" is the sole agenda in news business. Stovall (2011) cited that journalists are expected to deliver every single day with speed, fairness and accuracy. The observation is true since if speed goes missing, one lags behind the counterparts, if accuracy goes missing- there are chances of defamation cases from aggrieved parties and if fairness goes missing- the media is accused of bias and losses its credibility and audience both. Since media is the fourth pillar of democracy in India, hence it is understandable that with more power comes more responsibility. Media, therefore, has immense responsibility towards building a safe and aware society. For this, it is essential that media professionals and journalists themselves remain stress-free and get appropriate working condition. Chaturvedi (2009) suggests that nearly two fifth of media editors have health related issues. Job stress, however, has not been deeply studied in the Indian media context and there is a lot to be done. This study among the first attempts of its kind to explore this aspect related to journalists. This research also takes in to consideration another organizational barometer- Work-home conflict. This is an inter-role conflict and implies the amount of pressure (conflict) that an employee carries from work to home. To begin with, one specific genre of journalists is being taken up in this paper- these are the fashion and lifestyle journalists. On finding the results of this study, researchers have a scope of studying and comparing these results with hard news journalists as well and take the discussion further to newer aspects related to Indian journalists.

Fashion journalism is an interesting avenue to investigate and study and so is the life of fashion journalists. This study takes into consideration both print and non-print segments of media. Print, still continues to occupy a large share in the Indian Media and Entertainment (M&E) Industry after television. The M&E industry continues to grow at a steadfast pace in India. The latest report (2019) on the Indian Media and Entertainment Sector by the IBEF foundation indicates this. The report suggests that the industry observed a growth of 10.90% in the financial year 2017-18. The report also gave an optimistic projection of 13.10% for the years 2018-23. The size of this industry is sufficient to indicate the dire need to examine stress in media. As far as fashion journalism is concerned, it is an unconquered territory in many ways. In "A History of Fashion Journalism", Best (2017) gives an interesting overview of fashion journalism. She opines that fashion and fashion journalism cannot be seen as two separate identities. They have a symbiotic relationship implying that there is a close interaction between the two. Fashion journalism is a tool to view the creative world of fashion. All related mediums like fashion magazines, newspapers with fashion supplements, women's magazines, Sunday supplements, fashion related television content, blogs, social media portals related to fashion and other online media; have all been the connecting bridges of fashion and fashion journalism. Fashion Journalism however is not just writing about fashion. Bourdieu (2010) says that "it holds the mirror to the broader culture, acting as a hinge between fashion industry and public consciousness." Not merely highlighting fashion updates and fashion culture, fashion journalism has also been the frontrunner of enabling developments of marketing, image making and publishing reach the right audience. Fortunately, for many researchers and teachers, fashion journalism is not being recognised as a discipline and leading universities in the world are offering programs specific to fashion journalism. According to McCracken (1986) fashion journalists are gatekeepers who often identify and anticipate dramatic shifts in the broader culture. Many critics opined that writing about fashion 'lacked integrity'. By many others lifestyle or fashion journalism was never taken or viewed as a serious career option. However, in the modern day scenario fashion journalists are no longer 'PR poodles' and 'cheerleaders' as Vanessa Friedman, Fashion Editor of The New York Times pointed out. The job of fashion journalists is to encourage readers to buy merchandise and

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keep themselves and others in business- this was the yesteryears concept about fashion journalism. Best (2017) also argues that if fashion journalism was no so significant then why would Hitler suppress the French Fashion Press during the World War-II. Unlike many past predictions on fashion being dead, it never happened so. In September 1968 for instance, the British magazine Nova announced 'Fashion is Dead', but in commercial and cultural terms, it continues to thrive!

2 RATIONALE AND SIGNIFICANCE OF THE STUDY

How stressed are the Indian media professionals is a phenomenally significant and powerful question and equally commanding is the analysis of impact on their work-home conflict. A congenial work environment and favorable conditions to work is likely to ensure overall high productivity in every sphere of the employee's life. Therefore it is through prudent to study the job stress among media professionals in India and the impact on their work-home conflict.

3 BACKGROUND AND RECENT WORK ON JOB STRESS & WORK-HOME CONFLICT

Nisar & Rasheed (2019) studied the "Stress and performance: Investigating relationship between occupational stress, career satisfaction, and job performance of police employees". The purpose of the study was to explore impact of occupational stress on job performance of police employees. The researchers theorized and tested the role of career satisfaction in relation between occupational stress and job performance as an underlying psychological mechanism. 270 police employees in AJ&K Pakistan were studied by the researchers and it was found that occupational stress was negatively related to career satisfaction, in-role performance and extra-role performance of police employees. Also career satisfaction mediates the relationship between occupational stress and in-role and extra-role performance of police employees. Hege et al. (2019) studied the "Work-Life Conflict among U.S. Long-Haul Truck Drivers: Influences of Work Organization". The researchers found that long-haul driving was among the most unhealthy and unsafe occupations in the U.S., hence the researchers examined these aspects with regard to these drivers. Nearly 260 such drivers were interviewed for the sample and found that the perceived job stress was only statistically significant predictor for work-life balance. Fast pace of work, sleep duration and sleep quality were the predictors of perceived job stress. The structural equation model revealed that stress mediates the influences of fast work pace, supervisor support, and low sleep duration on each of the individual work-life balance indicators. The researchers suggested that there was an urgent need to address the work conditions of LHTDs to better support their health, well-being and work-life balance. A presentation by a researcher Sarah (2019) on "The Relationship Between Job Stress and Emotional Exhaustion" was based on examining the relationship between organizational stressors, social support and emotional exhaustion. Three job stressors that were being observed by the researchers were job demands, physical work environment, and relationships with others in the organization. The research revealed higher ratings of organizational stressor led to emotional exhaustion. Farrastama et al. (2019) studied the "Effect of emotional intelligence on

counterproductive work behaviour with job stress as an intervening variable". The study was meant to analyse of Emotional Intelligence on Counterproductive Work Behaviour to find out the influence of emotional intelligence on job stress and to determine and also to analyse the effect of job stress on Counterproductive Work Behaviour on Civil Servants in Mataram city. Out of 734 civil servants, 90 were interviewed for this study through questionnaires. The result showed that Emotional Intelligence had a negative and insignificant effect on counterproductive work behaviour. Emotional intelligence had a negative and significant effect on work stress. Job stress had a positive and significant effect on Counterproductive Work Behaviour and Emotional Intelligence had a negative and significance effect on Counterproductive Work Behaviour mediated by work stress. All the above studies show that for each industry, the factors, causes and impact of job stress may vary. Rayle (2006) investigated "mattering, job-related stress and job satisfaction" of 388 elementary, middle, and high school counsellors from across the United States. Participants completed the school counsellor mattering scale, the school counsellor job-stress assessment, and several job satisfaction questions in order to assess perceptions of mattering to others at their schools and their job-related stress, and how these two constructs relate to school counsellors' overall job satisfaction. Mattering to others at work and job-related stress accounted for 35% of the variance in job satisfaction for the total sample of school counsellor; however, mattering did not moderate the relationship between job stress and job satisfaction. Results revealed that elementary school counsellors experienced the greatest job satisfaction and the lowest levels of job-related stress, and high school counsellors experienced the greatest job dissatisfaction and the greatest levels of job-related stress. Implications for school counsellors' mattering and job satisfaction are considered. Bragger et al. (2005) investigated work-family conflict, work-family culture, and organizational citizenship behaviour among teachers. 203 teachers completed measures of work-family culture, work-family conflict, organizational commitment, job satisfaction, and organizational citizenship behaviour (OCB). Person correlations indicated that OCB was related negatively to work-family conflict, and positively to work-family culture, job satisfaction, and organizational commitment. Hierarchical regression analyses indicated that work-family culture predicts work-family conflict, and that various forms of work-family conflict predict OCB. Analyses also showed that work-family culture predicts both organizational commitment and OCB, and that organizational commitment does not mediate the relationship between work-family culture and OCB. The findings support the importance for schools to foster a positive work-family culture. Schieman et al. (2003) studied a represented sample of employed men and women in Toronto, Canada; home-to-work conflict is associated positively with anxiety and depression. Two hypotheses propose work qualities as moderators. The double disadvantage hypothesis predicts that home-to-work conflict is more distressing when work is no autonomous, routine, or noxious. The intrusion on job status/rewards hypothesis predicts that conflict is more distressing when work is autonomous, non-routine, or non-noxious. Results shows that the association between home-to-work conflict and distress is stronger 1) among people in more autonomous jobs; 2) among women in routinized jobs; and 3) among in noxious environments.

4 RESEARCH METHODOLOGY

A sample of 120 journalists from across India was taken for this data collection process- this data was systematically taken from six cities- Delhi, Mumbai, Hyderabad, Bangalore, Chennai and Kolkata. 20 journalists from each city were personally requested to answer the structured questionnaire and the entire data compilation process was administered by the researcher personally. The software used for the data analysis in this study was SPSS (Statistical Package for the Social Sciences) 24.0.

Research instruments used were Job Stress Scale by Parker & DeCotiis, 1983 (13 item scale whose shorter version comprising 9 questions was used and which mapped the stress of journalists on time and anxiety fronts) and the second scale used was Work-Home Conflict Scale by Bacharach et al. (1991) which is a four point scale with four question.

Corresponding to the objective of the study, following is the key hypothesis of the research:

Ho1: There is no significant relationship between job stress and work-home conflict of the fashion and lifestyle journalists in the Indian media organizations.

5 RESULTS AND DISCUSSIONS

Age, gender, type of media, language of media, marital status, individual monthly income, family monthly income, length of service in the media industry and location of work were all taken into consideration to map the profile of respondents (Fashion and Lifestyle Journalists). These parameters were important to find out the circumstances and work-family position of these journalists.

The following table depicts the various aspects related to Job Stress (13 questions which were asked in the questionnaire and the mean values) and the corresponding response of journalists on each one of them.

	Work-home conflict	Job stress
Pearson Correlation	1	-.543**
p-value		0.000*
N	120	120

*Correlation significant at 0.01 levels

The above table shows the co-relation between work-home conflict and job stress of journalists. Since the Pearson Correlation is negative ($r=-0.543$, $p<0.01$) found at 0.01 level of significance, therefore this implies that as one variable increases the other will decrease (inversely proportional relationship), which means with increase in work-home conflict, job stress decreases and vice-versa. This shows that the fashion and lifestyle journalists do not carry take over their work pressure from office to home.

To find out the relation further between the two variables, work-home conflict and job stress, regression analysis was carried out.

5.3 Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
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5.1 Result corresponding to Work-Home Conflict and its Aspects

Here is the response to questions related to Work-Home Conflict and the corresponding ranks of each question:

Question No.	1	2	3	4	5	Mean	Rank
1	21(17.5)	61(50.8)	14(11.7)	15(12.5)	9(7.5)	3.58	4
2	41(34.2)	50(41.7)	0(0)	17(14.2)	12(10)	3.76	3
3	41(34.2)	40(33.3)	20(16.7)	8(6.7)	11(9.2)	3.77	2
4	60(50)	22(18.3)	14(11.7)	13(10.8)	11(9.2)	3.89	1
5	22(18.3)	60(50)	14(11.7)	11(9.2)	13(10.8)	3.56	5
6	22(18.3)	62(51.7)	4(3.3)	20(16.7)	12(10)	3.52	6
7	23(19.2)	61(50.8)	4(3.3)	16(13.3)	16(13.3)	3.49	7
8	24(20)	60(50)	4(3.3)	11(9.2)	21(17.5)	3.46	8
9	2(1.7)	49(40.8)	24(20)	36(30)	9(7.5)	2.99	11
10	2(1.7)	52(43.3)	28(23.3)	29(24.2)	9(7.5)	3.08	9
11	2(1.7)	53(44.2)	24(20)	32(26.7)	9(7.5)	3.06	10
12	36(30)	1(0.8)	0(0)	3(2.5)	80(66.7)	2.25	13
13	10(8.3)	46(38.3)	5(4.2)	11(9.2)	48(40)	2.66	12

5.2 Correlation Analysis between Job Stress and Work-

Home Conflict of Fashion & Lifestyle Journalists

	Beta coefficient	Std. Error	t-value	p-value
(Constant)	15.9	0.60	26.5	0.00
Job stress	-0.110	0.02	-7.02	0.00**

0.54 | 0.29 | 0.29 | 2.01

Dependent variable: Work-Home conflict

Independent variable: Job Stress

The above table shows that $R^2 = 0.29$, implying that there is 29% variation in dependent variable explained by independent variables. The F value equals to 49.25 and which is found significant at 0.01 level of significance. This depicts the linear relationship between dependent and independent variable at 0.01 level of significance as further shown in Table 22.

5.4 F-Value between Work-Home Conflict and Job Stress

	Sum of Squares	df	Mean Square	F-value	p-value
Regression	199.2	1	199.2	49.25	0.00**
Residual	477.3	118	4.05		
Total	676.6	119			

5.5 Beta coefficient value between dependent and independent variable

**Significant at 0.01 level

From above table, the value of beta coefficient is -0.11, which is significant ($t=-7.02$, $p<0.01$) at 0.01 level of significance. Therefore, for every unit of value of job stress, a -0.11 unit decrease in work-home conflict found in journalists. Therefore, from the above discussion we conclude that there exists an inverse relationship between the two key variables of the study- job stress and work-home conflict. Hence the hypothesis of the study is disproved.

6 RESULTS AND DISCUSSION

The journalists who participated in the study were from the age bracket of 36-45 years (nearly 52%), 28% belonged to the age group of 26-35 years, 17% of the journalists hailed from the age bracket 46-55 years and only 3% were from 18-25 years age group. The data collected reveals that very few fashion and lifestyle journalists were from younger age bracket and most of these fashion and lifestyle journalists belonged to an average age bracket of 36-45 years. Ranging from Principle Correspondent to Assistant Editor and other Editor-level positions, are all attained within this age bracket by most journalists. The data collected from the six cities was focused on interviewing the fashion and lifestyle journalists, irrespective of the gender. The gender data revealed that 79% respondents were females while 21% of the respondents were males. More number of females were found covering the fashion and lifestyle beat in print and digital media from these Tier-I cities. The data related to type of media revealed that 60% of fashion and lifestyle journalists belonged to the print media category. The upsurge in social media news portals and internet websites related to fashion and lifestyle still comprise a smaller chunk compared to the print media segment. Only 40% (48 out of 120 respondents) of the journalists belonged to the non-print media category. The data related to language of media (to which these journalists belong) shows that a large majority of the respondents were from English newspapers, magazines or digital media portals. 71 out of 120 journalists (59%) hailed from the English media, while 28% journalists belonged to bilingual media category. 13% fashion and lifestyle journalists were from vernacular media background and communication in regional or local dialect. The current data was gathered from the Tier-I cities where English is the prime medium of communication with people and of news. Even as vernacular newspapers are the most read in the country according to various surveys and reports, this data may be just a reflection of the case of fashion and lifestyle journalists. With regard to the marital status of the journalists it was found that 52% respondents (fashion and lifestyle journalists) were married, while 36% were single and 12% were separated or divorced. This is a reflection of the personal

relationships of fashion and lifestyle journalists from the six Tier-I cities under consideration. A majority of participants of the study were married. The data related to monthly individual income of the journalists showed that 72% of respondents had a monthly individual income between Rs. 25,000- 50,000. About 16% of them had a salary of Rs. 50,000 or above and 12% respondents had monthly salary less than Rs. 25,000. 86 out of 120 respondents of this study were from the majority salary bracket of 72%, pointing at the average salaries offered to the fashion and lifestyle journalists in the India media industry. The data collected regarding the monthly family income revealed that 38% of the respondents had a monthly family income between Rs. 50,000-75,000. The result indicates that the economic condition of journalist residing in Tier-I cities. Most of these cities have high cost of living. About

Question	Response					Mean	Rank
	Very Low N (%)	Low N (%)	Medium N (%)	High N (%)	Very High N (%)		
14	6(5)	9(7.5)	58(48.3)	47(39.2)	0(0)	3.22	1
15	5(4.2)	25(20.8)	61(50.8)	29(24.2)	0(0)	2.95	3
16	35(29.2)	4(3.3)	58(48.3)	23(19.2)	0(0)	2.58	4
17	10(8.3)	4(3.3)	58(48.3)	48(40)	0(0)	3.20	2

34% of them had a family monthly income of above Rs. 75,000 and 25% respondents had monthly family income between Rs. 25,000-50,000, most of these families comprised those in which the journalist was the sole bread winner of the family and the entire expenses were being borne by him. Only 3% of the journalists had the monthly family income less than Rs 25,000. Considering the cost of living of bigger cities, this income figure appears modest. With regard to the experience in the media industry, the data revealed that a majority of these fashion and lifestyle journalists had a reasonable work experience- 67% of the fashion and lifestyle journalists had an average 5-10 years of experience in the media industry. About 25% of the fashion and lifestyle journalists have 11-20 years of media experience, while 8% journalists has less than five years of media experience. The graph shows that a majority of these fashion journalists had some previous experience of or in the media industry.

6.1 Results Related to Job Stress of Fashion & Lifestyle Journalist

The job-stress questionnaire had 13 questions out of which first 9 questions mapped the time stress while the last 4 questions were related to anxiety stress. Here are the conclusions drawn from the data: The response to the first question of this scale revealed that most fashion and lifestyle journalists were content with the time that they are spending with their family. Unlike hard-core journalist and hard news journalism, this could be attributed to the soft nature of news carried in these fashion and lifestyle supplements or magazines or in the non-print media. From the second question of job stress questionnaire it was revealed that although journalism is a demanding and high-pressure profession, yet journalists do not end up spending excessive time spent at workplace. Fashion journalism, unlike hard news journalism is not excessively deadline-bound. Another aspect which was measure was the time left with journalists for other activities (other than work). A majority of fashion and lifestyle journalists responded that they did not feel that working in their

organization gave less time to them for other activities- which implies they were satisfied with the time that they got for other activities (other than work). When these journalists were asked if they feel they are married to the company, a majority (i.e.50%) responded that they strongly agreed to the statement. This implies that most of these journalists feel that their first commitment is towards the organization and most of their energy and time goes to the company. Fashion and lifestyle journalists from these six cities opined that they do not face the paucity of time to do their work (I have too much work to do and too little time to do it in). This means, fashion and lifestyle journalists have ample time to achieve their daily work targets. Fashion and lifestyle journalists do not mind and dread being called up by their office after they leave the office. This does not cause them stress. This however may not be the case of hard-news journalists who are on a constant pressure to cover spots and urgent happenings and events in the city they are placed in. For fashion and lifestyle journalists, being on a holiday is not a distant dream. Not having sufficient holidays is not a major cause of stress for these journalists. They feel they have ample relaxation. One optimistic finding from the study is that most fashion and lifestyle journalists opine that their work atmosphere is not miserable. This pertains to the job demands of the journalists and work culture. Half of the journalists who participated in the study said that they do not feel their colleagues are burnt out by the demands of the job. In the anxiety related items of job stress questionnaire it was found that there was a mixed response on whether these journalists feel fidgety and nervous about their job. Nearly 37% journalists said that they felt so while 41% journalists disagreed. There was sufficient evidence to conclude that their job did make them nervous for some journalists. More number of fashion and lifestyle journalists felt that their job does not get on them more than it should (about 43%). These journalists from six cities and from various fashion and lifestyle newspapers, magazines and non-print media opined that their job does not drive them up to the wall. Driving up to the wall means that something or someone is annoying and irritating. About 44% journalists said that they were not irritated by their job, while 34% felt that they did feel annoyed at work. The result shows that most journalists do not feel irritated with their work. 67% fashion and lifestyle journalists from six cities (total 120 in number) responded that they do feel a tight feeling in chest when they think of their job. This means that for more than half of these journalists there is some kind of discomfort associated with their job. This could be due to uncertainty about future, or lack of promotion opportunities in that organization, or other serious concerns at work. Taking a day off from work makes these fashion and lifestyle journalists feel guilty (49% responded that they felt so, while 39% did not perceive so). This shows that their job really weighs heavy on their mind.

6.2 Results Related to Work-Home Conflict of Fashion & Lifestyle Journalist

A considerable number of fashion and lifestyle journalists opined that demands of work often interfere with their home, family or social life. Nearly half the respondents of the study said that they sometimes felt their work had disadvantage for their family and social life. A majority of fashion and lifestyle journalists felt that they did not seem to have enough time for their family or social life. Findings related to conflict that journalists carry from work to home vis-à-vis age revealed that

work-home conflict affects journalists in the age bracket of 26-35 years the most. Gender of journalists did make any difference to the work-home conflict of these fashion and lifestyle journalists. Type of Media (print or non-print) has no connection with work-home conflict of journalists. Journalists who work in bilingual media (including both English and vernacular modes) have high work-home conflict compared to their English or Vernacular counterparts. This implies that the tensions or conflict that they carry from work to home is more compared to those who work only in English or only in Vernacular media. The findings reveal that journalists who are separated or divorced have maximum work-home conflict compared to their other counterparts who are single or married. Research findings suggest that individual monthly income does not affect the work-home conflict of these fashion and lifestyle journalists. Hence, we rule out the contribution of individual monthly income in accelerating or retarding the work-home conflict of journalists. Findings reveal that family monthly income does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore we rule out the contribution of family monthly income in accelerating or retarding the work-home conflict of journalists. Similarly, the length of service in the media industry does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore we rule out the contribution of duration spent in the media industry by a journalist in accelerating or retarding the work-home conflict.

6.3 Results Related to Job Stress vis-à-vis Socio-Economic Demographics

Findings related to job stress among fashion and lifestyle journalists revealed that journalists who are in the age bracket 36-45 years get affected by job-stress the most. The research data reveals that for male journalists this relationship of job-stress and gender is strongest. This means that job stress affects male journalists in the fashion and lifestyle segments much more than their female counterparts. This is a significant finding of the study. The type of media does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution of type of media in which a journalist works (print or non-print category) in job-stress. The language of media (English or Vernacular or both) does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution of language of media in job-stress of fashion and lifestyle journalists. Research findings reveal that the marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore, we rule out the contribution or role of marital status of journalists with regard to job-stress. Monthly income of journalists has impact on the job stress of journalists. For those who have individual monthly income above Rs. 50,000 their job stress is more compared to their other counterparts who earn less. Research data and analysis from the previous chapter reveal that family monthly income of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution or role of family monthly income of journalists with regard to job-stress. The impact of length of service in the media industry on the job stress of fashion and lifestyle journalists is certainly there. For those who have served in the media industry between 5-20 years, the mean value is more and hence the impact of job-stress is more in their case. Those who have served in the media industry for less than five years, impact of job-stress on these journalists are relatively

less.

6.4 Results Obtained from Co-relation Analysis of Job Stress and Work-Home Conflict

Correlation analysis between job stress and work-home conflict of fashion and lifestyle journalists revealed an inversely proportional relationship between work-home conflict and job stress among journalist. This means that with the increase of work-home conflict of journalists, their job stress decreases significantly and vice-versa. The result also shows that the fashion and lifestyle journalists do not carry their work pressure and tensions at home (from work).

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