Effects of Working Conditions of Media Organizations on Health of Their Employees

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Abstract: *This study explores the work environment of media organizations in Pakistan compared to international standards under the set rules of the International Labor Organization and its implementation level in large- and small-scale media organizations. The study explored the relationship of job satisfaction of media employees with facilities provided to them at their workplace, their health issues, and awareness level of ILO safety standards at work environment considering their gender, age, education, experience, job status, and job position. Two hundred fifty-four respondents submitted their responses. The results showed that most media employees were not aware of their rights, and there was no concept of occupational safety in a third-world country like Pakistan, where the unemployment rate is high. Salary and perks are a prime concern to fulfill the requirements of their families and ignore their health. The media industry's work environment standards in Pakistan are far behind the international world, especially in developed countries. This study finds out that the majority of employees were not aware of their rights, and ILO safety standards were not followed.*

Key Words: Media Employees, ILO, Working Conditions, Job Satisfaction, Health Issues

Introduction

This study explores the work environment of media organizations in Pakistan compared to international standards under the set rules of the International Labor Organization and its implementation level in large- and small-scale media organizations. The study had explored the relationship of job satisfaction of media employees with facilities provided to them at their workplace, their health issues, and awareness level of ILO safety standards at work environment considering their gender, age, education, experience, job status, and job position.

Background and Context

The media industry in Pakistan is facing many challenges. The industry took a boost after the approval of licensing for electronic media to the private sector after the establishment of the Pakistan Media Regulatory Authority (PEMRA) in 2002. In Pakistan, the rapid growth of media organizations is used as a tool to get maximum profit, target own interest, enforce media ownership, influence political opinion, and get rid of taxes, especially by big media groups (Jamil, (2021).

In this race of power games, relatively financially or politically, media houses have ignored the critical potential behind running these media organizations, i.e., its workforce or media employees (Ong, & Cabanes, 2018). According to Pakistan Electronic Media Regulatory Authority (PEMRA), around 100 satellite licensed television are working in Pakistan Waris Khan, Nisar, & Aziz, (2021). Pakistan Bureau of Statistics revealed that 707 newspapers are currently working across the country (Pakistan, Newspapers, and Periodicals by Province, 2020).

Mass Media in Developing Countries

Mass media in developing countries like Pakistan is considered a central part of all activities as masses can make their opinion, report issues, development at the economic, political, social, or diplomatic level is being conveyed through it (Ida, Saud, & Mashud, 2020).

Working Conditions of Media Industry of Pakistan

The most prominent conditions of working environment that prevails in the media industry in Pakistan include no proper sitting arrangement, noise,

crowd and disturbance of people moving to the places, strict deadlines, organizational pressure, long working hours, unavailability of the sperate washroom for ladies, no fixed working hours, income issues in some organizations, unavailability of health insurance, no social protection, no job security, unpaid sick leaves, stressful working environment, no proper lighting and, politics. These conditions are enough to cause stress to the media employees, leading to health hazards and severe well-being issues. (Spoorthy, Pratapa & Mahant, 2020).

It is generally observed that employees who do not have adequate facilities to do their work properly or work in poorly maintained or poor conditions often complain of many problems like lack of concentration, headache, uneasiness. In media organizations, such complaints are a routine that is mainly ignored. These initial problems aggravate with time if proper attention is not paid to them (Gandini, 2019)
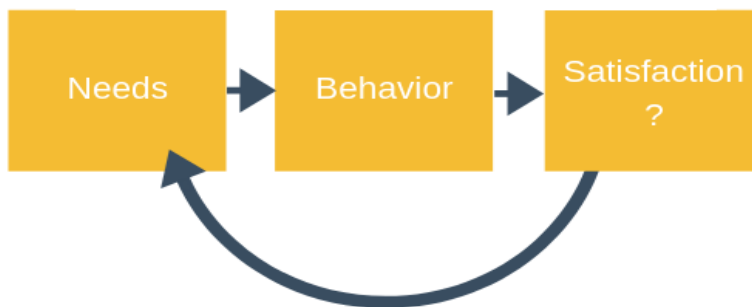
How Motivation Works

Figure 1: Importance of Motivation for employees

Around the globe, every industry has set rules to protect the rights of employees regarding the safety, security, and welfare of employees. Under the aegis of the United Nations (U.N.), an international organization called the International Labor Organization (ILO), has established rules for employees' occupational safety.

Like all other industries, ILO has also set up rules for the media industry to ensure a conducive working environment for media employees. Nevertheless, unfortunately, in third-world countries, there is no set mechanism for implementing such rules (Yang, 2021). The Pakistani media industry is also suffering from the same issue.

International Labor Organization (ILO)

International Labor Organization (ILO) is working on setting labor standards device policies and developing programs that help promote decent work without discrimination for everyone. (McIlveen et al., 2020).

ILO Safety Standards

The organization has urged governments to set up a concrete policy giving them the right to select employment according to their own free will and aptitude (Heleno, Borges, & Agullo-Tomas, 2018).

The employees must be independent to perform their tasks without discrimination based on gender, social, religion, political affiliation, ethnicity, language, or any other base (Arimie, 2019). In light of Olanipekun & Jiboku (2021) opinion, ILO laws also elaborate that organizations should take proper care of employees' health and welfare benefits with complete hygienic measures imperative for the work environment as per the nature of work of any industry.

Organizations are responsible for ensuring employees' safety from the harmful effects of radiation, particularly in the industries where workers are exposed to such risk factors (Leso, Fontana, & Iavicoli, 2018).

The notion of Reese (2018) was that for every organization, it is mandatory to take steps to prevent its employees from occupational safety hazards. The social security standards for employees cover nine areas: medical assistance, employment opportunities, old-age benefit, disease or sickness, injury at the workplace, family benefits, approved benefits for maternity, and benefits for survivors in case of any mishap and invalidity.

The working environment of any organization has direct impacts on its capability to attract, engage, and retain its employees. This structure is a logical framework of any organization to define its standards and priorities for its financial goals and the health of its employees (Arasanmi & Krishna, 2019).

According to Parreira, et. al., (2018). There is a direct relationship between the stress level of employees with their productivity, analyzing them on their current productivity and also over them in long-term.

In this field, Pakistan faces several problems like the change of technology, inadequate infrastructure, lack of financial resources, weak legislation and law enforcement, lack of planning, and paucity of investment in training and skill development.

During the last few years, media organizations have faced an economic crisis that has directly affected employees of the media industry. Media owners laid off a large number of employees, announced a cut in salaries, and did not pay any attention to the basic requirements of their employees within the office environment due to a lack of proper rules and regulations for the protection of employees' rights media industry.

Literature Review

This research has focused on the areas which needed more attention to sorting out problems of media employees, especially in the media industry of third world countries, which are still far beyond the technologies used by developed countries for the betterment of their employees. The study was based on three primary constructs Practices and Policies, Occupation Safety and Perks and Privileges. Each construct is further divided into four sub-constructs.

Practices and Policies
Nature of Work

In the words of Lee et al. (2018). nature of work is an essential factor for any specific job, providing an ample opportunity to nurture, initiate, or provide satisfaction to any organization's workers. Pollack et al. (2020) describe this term as a process for finishing any task improving their abilities and grabbing opportunities for progress.

Improper facilities and misuse of technology are major risk factors that adversely affect employees' performance compared to organizations maintaining quality work standards Yazgan, (2018).

Working Conditions of Workers.

According to a study by James (Mora, Suharyanto,& Yahya, 2020), uncomfortable working conditions are one of the major causes that affect employees' productivity and efficiency.

Hiring and Termination Rules

In the light of Bonaccio,et.al., (2020). Views, organizations should provide equal opportunities to anyone without any discrimination. They explained that a specific procedure should be adopted to ensure equal opportunities for all to get a job as per their abilities and talent.

Policies of organization

Studies explored that giving a higher rank to employees or promoting them to be a supervisor position based on performance has direct consequences on raising the confidence level besides giving them a sense of pride and enhancing their level of job satisfaction which results in better performance (Weiss, & Morrison, 2019).

Occupational Safety
Indoor Office Environment

The study Wright, 2018 stated that lack of proper setup leads to "set up to fail." It means if employees of any organization do not have the proper space and resources to perform their work conveniently and give their best work, it is called the failure of set up. It includes convenient office buildings with proper safety precautions to prevent injuries. Health experts also consider imperative appropriate occupational health requirements to limit short- and long-term hazards

required to prevent employees' physical or mental illness (Bahr, Clarsen & Ekstrand 2018).

Risk Factor

The findings of Vaitkus, Čygas, & Skrodenis, 2018 disclosed risk factors at work zone and the frequency of accidents set. The contribution level of employees at workplaces as high risk reduce employee's input level at a particular organization. They find out that if employees do not know the intensity and importance of safety measures at any industry or organization, lack of safety measures implementation or the number of accidents affects their dedication and attachment to a particular job.

Health Issues

According to (Stogner, Miller, & McLean, 2020), working under stress for a long produces events, chronic strains, and traumas, and they have damaging impacts on physical and mental health on employee health.

The impacts of stressors on health and well-being are reduced when persons have high levels of mastery, self-esteem, and social support. Concerning policy, to help individuals cope with adversity, tried and true coping and support interventions should be more widely disseminated and employed.

Level of Satisfaction

In Davidescu, et al., (2020), satisfaction is people's value or importance through their work. It also includes that workers from any income group can quickly get necessary and basic facilities and manage their families conveniently.

Perks and Privileges

Pay and Reward

According to Ali & Anwar (2021), pay structure has significant results on the performance of employees of any organization, and it is the leading cause of employees leaving or switching job.

Medical Benefits

De Vito et.al.,(2018), in his study that the medical care and wellbeing of employees are rated as a dire or the key factor for anyone while accepting any job offer.

Equal Opportunities

Equal employment opportunity is directly linked with the effects of direct and indirect discrimination. It focuses on planning and monitoring to ensure equal opportunities for all (Junor & Coventry 2020).

Future Consideration

MacDonald & Giazitzoglu (2019) describe that the job of journalism was a dream career among youngsters from the age group of 21 to 30 as they have more strength to work long hours the potential to resist sleeplessness or less sleep. He further determined that after six years of this nature of the job, they ultimately start switching if they do not get an adequate reward for their work in financial benefits and proper facilities for their families.

Theoretical Framework

Motivation Theories

The study is based on motivational theories divided into two groups. Motivation theories are used in the study to review the motivational behavior of employees in different circumstances according to their position and situation.

These theories are divided into two groups. a) Content Theories b) Process and Performance Theories. These theories analyzed employees' responses to satisfaction from their work by fulfilling their desired needs. Based on this concept, media owners should know their employees' problems and their requirements to manage their issues. Few theories are applied to check employees' cognitive processes behind their behaviors and actions.

These theories elaborate that media employees do not accept unequal or unfair behavior in their organizations; they follow the results of their actions and repeat them if they get any positive response or incentive and boost their efforts if their endeavors are acknowledged and give them benefit in the form of rewards. The following diagram presents motivation theories and their adjustment.
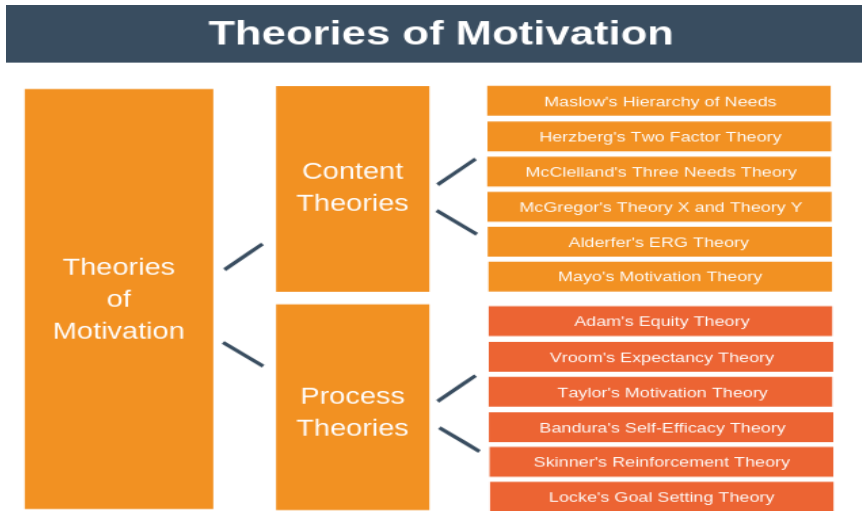
Figure 2: Motivation Theories

Methodology and Data Analysis

This study investigates the working conditions of media employees and their awareness level about safety standards of ILO with a focus on knowing about the working conditions of media employees in Pakistan. Using quantitative research design, the researcher finds out media employees' level of understanding about their workplace rights and their perception of the gravity of their problems on their health, productivity, and family life.

The research study is based on a social survey for which data is being collected through a structured questionnaire disseminated among employees of media organizations working at different levels to get their opinion regarding the working conditions of the organization.

A sample of 500 media employees representing almost each media house working in Rawalpindi and Islamabad were targeted to get a response from employees of electronic, print, and broadcast media organizations through purposive sampling.

Table 1. Sub-Constructs of the Study

Sub-Construct	Definition/ Scope/Operationalization
Nature of Work	The type of work that anyone does.
Working Conditions	The environment in which one works is influenced by cleanliness, lighting, equipment, paid overtime, uniforms, access to amenities, etc.
Hiring and Termination	Process of selection and termination in the media.
Policies of Organization	A course or method of action to guide and determine present and future decisions and positions on public interest or social concern matters.
Indoor Office Environment	The environment to support its occupants in performing their jobs includes lighting, sitting arrangement, ventilation, office equipment, acoustics (sound), comfort level, etc.
Risk Factor	Something that increases a person's chances of developing a disease.
Health Issues	A state in which anyone is unable to function normally and without pain.
Level of Satisfaction	The perceived level of pleasure and contentment is derived from individual performance.
Pay and Reward	Benefit in the form of salary, increment, and bonus.
Medical/Family	The payment or services provided for the health care plan.

Sub-Construct	Definition/ Scope/Operationalization
Benefits	The social benefits are intended to support families to compensate for the expenses incurred for subsistence.
Equal Opportunities	The policy gives everyone the same employment opportunities, pay, and promotion without discriminating.
Future Consideration	A career in the job or profession that someone does for an extended period.

Multiple levels are used in the study for measuring the values of variables. Ordinal and nominal levels were used for demographic variables, while Likert scale analysis scales were operated for other parts of the questionnaire. The demographic of gender was measured as nominal, while age and education were measured as ordinal. Job positions are nominal, while organizational structure, work experience, and current position are measured through the ordinal level.

For job satisfaction, respondents are asked to reply how satisfied they are with their job in five levels, ranging from 1 for strongly dissatisfied and five as strongly satisfied. Most of the queries were asked, giving five options ranging from 1= strongly disagreed, 2= disagreed, 3= uncertain, 4= agreed, and 5= strongly agreed.

While a question was asked to know the awareness level of media employees about ILO safety standards through a question, "To what extent do you know about the ILO safety standard at the workplace." The respondents have given four options 1= to some extent, 2= to moderate extent, 3= to a reasonable extent, and 4= to a great extent. Likewise, respondents were asked about the promotion

opportunities by asking how many times "you got promotion opportunities in their organization over the last five years." Same as others, five options have been given to respondents as 1= never, 2= seldom, 3= often, 4= frequently, and 5= very frequently.

Like the time period used in many studies, cross-sectional data collection was used due to constraints of time-limited resources. Using this technique, data was gathered simultaneously from various organizations and journalists and non-journalist groups of media employees working in the twin cities of Rawalpindi and Islamabad in 2020. Data has been collected through an online questionnaire through Google forms due to the lockdown restrictions in the area due to Covid- 19. The questionnaire was disseminated through What's App messenger and email.

Reliability Test for Main Study

For the reliability of quantitative data, the result obtained from the pilot testing were incorporated at the analysis level, and items were deleted whose significance value is lower than the accepted region. A total of nine items were deleted from the construct after pilot testing. Cronbach alpha values were computed for reliability analysis.

Table 2. Cronbach's Alpha Coefficient for Main Study

	Construct/Variable	Cronbach's Alpha	Items
Reliability	Practices and Policies	.738	18
	Occupational Safety	.854	10
	Perks and Privileges	.821	13

Table 3. Demographics of the Media Employees

Variables	Scale	Frequency (Percent)
Gender	Male	172 (67.7%)
	Female	82 (32.3%)
Total		254

Data analysis was run at three-level includes:
1. Association and correlation were run to check the strength and direction of the relationship among the study variables. Aggregated scores

in the form of Zscore were calculated to check its effect on media employees, satisfaction, and their awareness level about ILO safety standards.

2. Analysis of the practices, descriptive statistics, and test differences across the size of media and type of media.
3. Distribution of the Respondent's scores on the item statements.

As the primary objective of this study was to explore possible associations between three latent variables and sub-constructs, including Practices and Policies (a)Nature of Work b) Working Conditions, c)Hiring and Termination, and d) Policies of the Organization. Occupation Safety (a) Indoor Office Environment (b)Risk Factor (c) Health Issues, (d) Level of Satisfaction. Perks and Privileges (a) Pay and Reward (b) Medical and Family Benefits (c) Equal Opportunities and (d) Future Considerations.

Table 4. Correlation Analysis

Correlations

		1	2	3	4	5	6	7	8	9
Working Conditions	Pearson Correlation	1	.462**	.427**	-.549**	.181**	.352**	.383**	.333**	.300**
	Sig. (2-tailed)		.000	.000	.000	.004	.000	.000	.000	.000
Hiring and Termination	Pearson Correlation		1	.324**	-.211**	.104	.416**	.339**	.398**	.255**
	Sig. (2-tailed)			.000	.001	.098	.000	.000	.000	.000
Occupational safety measures)	Pearson Correlation			1	-.428**	.193**	.398**	.500**	.354**	.301**
	Sig. (2-tailed)				.000	.002	.000	.000	.000	.000
Future Consideration	Pearson Correlation				1	-.107	-.269**	-.295**	-.197**	-.271**
	Sig. (2-tailed)					.090	.000	.000	.002	.000
Policies of media organizations	Pearson Correlation					1	.194**	.333**	.092	.768**
	Sig. (2-tailed)						.002	.000	.145	.000
Equal opportunities	Pearson Correlation						1	.348**	.351**	.344**
	Sig. (2-tailed)							.000	.000	.000
Medical Facility	Pearson Correlation							1	.377**	.412**
	Sig. (2-tailed)								.000	.000
Salary and Benefits	Pearson Correlation								1	.192**
	Sig. (2-tailed)									.002
Organizational Policies	Pearson Correlation									1
	Sig. (2-tailed)									

1. Sig.2 = Sig. (2-tailed) =**. Correlation is significant at the 0.01 level (2-tailed).

2. Pay = 1; Working Conditions = 2; = Hiring and Termination 3; Occupational safety = 4; Future Consideration = 5; Policies of media organizations = 6; Salary and Benefits = 7; Equal opportunities = 8; Medical Facility = 9

3. r = Pearson Product Moment Correlation Correlation analysis was selected to find out the association level among variables. Correlation analysis was applied to measure the level of correlation and derive the strength and direction of this possible association. The coefficients of correlations named (Pearson Correlation) are measured between the minimum value of (-1) and the maximum value of (+1). The (-1) shows a negative correlation, (0) as no correlation, and (+1) as the positive correlation among variables.

Table 5.

ANOVA					
Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
Regression	4.768	1	4.768	6.453	.012[b]
1 Residual	181.776	246	.739		
Total	186.544	247			

a. Dependent Variable: Promotion Opportunities for Media Employees in the Last 5 Years.

b. b. Predictors: (Constant), Size of Media Organization

c. *Path Model for Working Conditions on Awareness of ILO Safety Standards, Level of Satisfaction and Size of Media Organization*
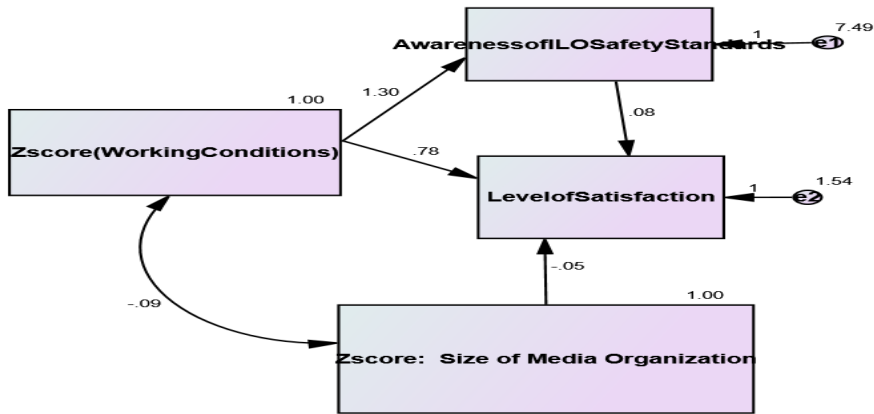

Figure 3:

Table 4. Regression Weights: (Group Number 1 - Default Model)

			Estimate	**S.E.**	**C.R.**	**P**	**Label**
LevelofSatisfaction	<---	*AwarenessofILOSafetyStandards*	.191	.030	6.427	***	par_9
ZNatureofWork	<---	ZSizeofmediaorganization	-.019	.056	-.349	.727	par_1
ZNatureofWork	<---	LevelofSatisfaction	.302	.036	8.413	***	par_5
working conditions	<---	ZSizeofmediaorganization	-.029	.024	-1.185	.236	par_2
ZWorkingConditions	<---	LevelofSatisfaction	.123	.018	6.867	***	par_6
ZWorkingConditions	<---	ZNatureofWork	.814	.028	29.416	***	par_10
ZHiringandTermination	<---	ZSizeofmediaorganization	-.152	.055	-2.762	.006	par_3
ZHiringandTermination	<---	LevelofSatisfaction	.025	.043	.573	.567	par_7
ZHiringandTermination	<---	ZWorkingConditions	.427	.067	6.353	***	par_11
ZOrganizationalPolicies	<---	ZSizeofmediaorganization	.096	.059	1.617	.106	par_4
ZOrganizationalPolicies	<---	LevelofSatisfaction	.167	.040	4.224	***	par_8
ZOrganizationalPolicies	<---	ZHiringandTermination	.197	.062	3.173	.002	par_12

When the size of a media organization goes up by 1 standard deviation, the nature of work goes down by 0.019 standard deviations. When the level of satisfaction goes up by 1 standard deviation, Nature of Work goes up by 0.467 standard deviations. *Path Model Perception of media employees regarding available and*

missing facilities considering Awareness Level of ILO Safety Standards

Hence the output for media employee's model under the hypothesis of "close fit" (i.e., that RMSEA is no greater than .05 in the population), and with a p = .000 and ($\chi 2$= 412.901, DF = 21; CFI=.984; GFI= .991; RMSEA=.122) for the model is correct and fit good.

Answer to Research Questions

Q 1: To what extent do media employees know about the International Labour Organization (ILO) safety standards for the media organization

133 respondents said that they know about International Labour Organization's (ILO) safety standards for media organizations to some extent. 70 respondents said that they know about International Labour Organization's (ILO) safety standards for media organizations to a moderate extent. 38 respondents said that they know about International Labour Organization's (ILO) safety standards for media organizations to a great extent. Only 11 respondents said that they know about International Labour Organization's (ILO) safety standards for media organizations to an extreme extent.

Q 2: Non-observance of ILO safety standards and poor working conditions affect the health of media employees.

129 respondents agreed that non-observance of ILO safety standards and poor working conditions affects the health of media employees. 106 respondents strongly agreed that non-observance of ILO safety standards and poor working conditions affects the health of media employees. 9 respondents are uncertain that non-observance of ILO safety standards and poor working conditions affects the health of media employees. 5 respondents strongly disagreed that non-observance of ILO safety standards and poor working conditions affects the health of media employees. 5 respondents disagreed that non-observance of ILO safety standards and poor working conditions affects the health of media employees.

Q 3: The health of employees is important for media houses, and they conduct free medical check-ups of their employees regularly

102 respondents strongly disagreed that media houses observe ILO safety standards and conduct free medical check-ups of their employees regularly 78 respondents disagreed that media houses observe ILO safety standards and conduct free medical check-ups of their employees regularly 37 respondents agreed that media houses observe ILO safety standards and conduct free medical check-ups of their employees regularly 29 respondents strongly are uncertain that media houses observe ILO safety standards and conduct free medical check-ups of their employees regularly. Only respondents strongly agreed that media houses observe ILO safety standards and conduct free medical check-ups of their employees regularly.

Hypothesis Testing

H: People who have more awareness of ILO safety standards have less satisfaction towards friendly workplaces in media organizations.

The assumption of this hypothesis is considered the same for all media organizations. The results of the applied test Kruskal-Wallis show that the independent sample retains showing p-value of 0.334, which does not support the hypothesis.

The second hypothesis assumed that practices of media organization are the same across selected categories of (a) Working Conditions, (b) Occupational Safety Measures, (c) Future Consideration, (d) Pay and Reward, (e) Policies of Organization was tested. The results of the applied test Kruskal-Wallis show that the estimated value is 0.072 for Working Conditions, 0.388 for Occupational Safety Measures, 0.100 for Future Consideration, 0.070 for Pay and Rewards, 0.463 for Policies of Organization. The results indicate that hypothesis is not supported. The significance level is 0.005.

The third hypothesis, which assumed that the age of employees is the same across selected categories of (a) Hiring and Termination, (b) Equal Opportunities, (c) Medical Benefit, was tested. The results of the applied test Kruskal-Wallis show that the estimated value is 0.004 for Hiring and Termination, 0.019 for Equal Opportunities, and 0.016 for Medical Benefit. The results indicate that hypothesis is supported. The significance level is 0.005.

The fourth hypothesis assumed that media organizational practices are the same across selected categories of (a) Working Conditions, (b) Hiring and

Termination, (c) Occupational Safety, (d) Future Consideration, (e) Medical Benefit, (f) Pay and Reward, (g) Policies of Organization was tested. The results of the applied test Kruskal-Wallis show that the estimated value is 0.668 for Working Conditions, 0.951 for Hiring and Termination, 0.238for Occupational Safety, 0. 469 for Future Consideration, 0. 433for Medical Benefit, 0.267for Pay and Reward, 0.649 for Policies of Organization. Media organizational practices are the same across the categories of the gender of media employees for (a)

Equal Opportunities, p 0.007. The results show that the hypothesis was not supported.

Findings
Health Issues Frequently Reported By Media Employees

Most media employees reported frequent health issues due to their challenging work routine, long working hours without a break, long working hours, improper health facilities, and constantly working under pressure to meet deadlines.
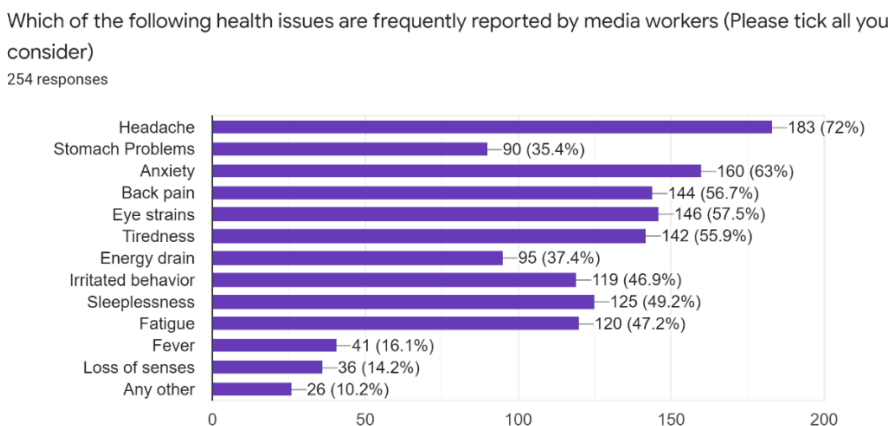
Which of the following health issues are frequently reported by media workers (Please tick all you consider)

254 responses

Figure 4:

The results showed that 46.9 percent agreed that they have antimony of work, 22.8 percent disagreed, and 17.3 percent remained uncertain. It shows that most of the respondents agreed with the autonomy of work they enjoy, but the sum of disagreed and uncertain showed the figure of 40.1 percent, which is not a huge difference. Most of the people were reluctant to show their responses. The same is the case in the finding of other questions.

Those who consider their work environment friendly have 51.2 percent agreed, 20.1 percent disagreed, and 13 percent uncertain. Results of quires regarding poor working conditions have harmful effects on health showed that 41.7 percent strongly agreed, and 50.8 percent agreed. In contrast, the effects of long working hours on their health, 26.4 percent strongly agreed, and 44.5 percent agreed, whereas 16.5 percent did not consider it any factor to affect their health and disagreed while 9.4 percent were uncertain. The query results regarding most of the employees getting their appointment letter at their

joining or contract renewal letter regularly, 35.8 percent disagreed, 27.2 percent agreed, 19.7 percent were uncertain, and 14.6 percent strongly disagreed.

Results of query regarding their organization follow specific rules for termination of employees, 40.2 percent agreed, 23.2 percent disagreed, and 16.9 percent were uncertain. Results of quires regarding the respondents consider policies of media organization are by the requirements of media employees, 40.2 percent disagreed, 25.6 percent strongly disagreed, and 15.7 percent were uncertain while 15 percent agreed.

Observance of specific labor administration and inspection rules in media houses 45.7 percent of respondents agreed, 40.9 percent disagreed, and 5.9 percent were uncertain.

The response rate of the right of media employees to join the union, 53.5 percent agreed, 23.2 percent strongly agreed, and 12.6 percent were uncertain. The awareness level of media employees about ILO safety standards showed that 52.2 percent have the

awareness to some extent, 27.2 percent to a moderate extent, and 15 percent to a reasonable extent.

About media houses' healthy indoor work environment, 34.3 percent agreed, 28.3 percent disagreed, 19.3 percent were uncertain, 10.6 percent strongly disagreed, and 7.5 percent strongly agreed. Regarding the query regarding favorable and comfortable workplace facilities, 42.1 percent agreed, 24.8 percent disagreed, 15.4 percent uncertain and 11 percent strongly disagreed. Results of the element of risk at their workplace: 41.3 percent agreed, 24 percent disagreed and 22 percent uncertain, and 7.5 percent strongly agreed.

Concerns of the media organization regarding occupational safety 29.5 percent agreed, 28.7 percent disagreed, 22.8 percent uncertain, 10.6 percent strongly disagreed, and 8.3 percent strongly agreed. About satisfaction level of employees with their job 51.1 percent satisfied, 16.1 percent uncertain, 13 percent strongly satisfied, 13 percent dissatisfied, 11 percent strongly satisfied, and 8.3 percent strongly dissatisfied.

The variable shows that more than fifty percent of respondents, 131 (51.6 %), are dissatisfied with their offices' jobs and work environment. 41 or 16.1% are uncertain whether they are satisfied or not satisfied with their job.

When the respondents were asked, they considered their pay as per education, experience, and potential; 32.7 percent agreed, 26.8 percent strongly disagreed, 26 percent agreed, and 11.4 percent were uncertain.

When media employees were asked chances of promotion are good in their organization, 28 percent strongly disagreed, 26.8 percent disagreed, 23.6 percent were uncertain, and 18.5 percent agreed. The question results were that for the last five years, how many times did they get the promotion, 62.2 percent never replied, 17.7 were uncertain, and 16.1 percent replied seldom.

The media organization's regular check-ups of media employees, 40.2 percent strongly disagreed, 30.7 percent disagreed, 14.6 agreed, and 11.4 were uncertain. The result of the query was that their organization offers promising benefits for the health and welfare of the family, 35.8 percent disagreed, 28.7 percent strongly disagreed, 16 percent agreed, and 12.2 percent were uncertain.

When asked is it hard for media employees to balance family and professional life, 45.7 percent

agreed, 20.1 percent strongly agreed, 15 percent were uncertain, and 16.1 percent disagreed. The query results consider it essential that everyone gets an equal salary for the same post rather than working in any media organization, 43.3 percent agreed, 23.6 percent strongly agreed, 15.4 percent disagreed, and 13 percent were uncertain. The reply of the results their respective organization ensure equal opportunities for males and females to get a job at any post, 39.4 percent agreed, 20.1 percent disagreed, 15 percent were uncertain, 14,2 percent strongly disagreed, and 11.4 percent strongly agreed.

The results of the query that their organization discouraged any disparity among employees based on gender for hiring, promotion, and staff training opportunities, 40.2 percent agreed, 22.4 percent disagreed, 22.4 percent were uncertain, 7.9 percent strongly disagreed, and 7.1 percent strongly agreed. Results of the query whether they leave their organization if they got an excellent opportunity, 42.5 percent strongly agreed, 36.6 percent agreed, and 12.2 percent disagreed. The query results are that they were fed up with their office environment, 29.5 percent agreed, 29.1 percent disagreed, 24 percent were uncertain, and 11 percent strongly agreed.

This research has focused on the areas which needed more attention to sorting out problems of media employees, especially in the media industry of third world countries, which are still far beyond the technologies used by developed countries for the betterment of their employees.

The respondents of the study unveiled that practices followed in media organizations affect the theoretical concepts of motivation theories highlighting the gaps and the steps needed to fulfill the requirements of employees. These areas are desired to be addressed to improve media organizations' productivity.

Most employees have to face more difficulties while chances to get rewards, appreciation, and promotion are significantly less, which has a subsequent effect on the satisfaction level of employees.

The expectancy theory supports this concept that the behavior of employees generally depends upon the expectations of media employees of the financial and other benefits they get in reward of their services. Employees endeavors to achieve goals and show determination if they are satisfied with the salary and other advantages associated with the financial benefits.

Conclusion

The study was focused on exploring the working conditions of media employees in Pakistan in light of ILO safety standards. The study finds out that 52.6 percent of respondents, both journalists, and non-journalists, know ILO standards to some extent only, and only 4.3 percent have an extreme extent. These results show that most media employees are not aware of their rights and consider them enough. There is no concept of occupational safety in a third-world country like Pakistan, where the unemployment rate is high. Salary structure is their prime concern to fulfill the requirements of their families, and working conditions are of secondary importance for them. The working standards of the media industry in Pakistan are far behind than the international world, especially in developed countries. This study finds out that the majority of employees are not aware of their rights, provision of ILO safety standards at the workplace, and their importance for their physical and mental health.

These theories analyzed employees' responses to satisfaction from their work by fulfilling their desired needs. Based on this concept, media owners should know their employees' problems and what their requirements are to manage their issues. The researcher finds out that the awareness level of media employees regarding their rights in the light of ILO safety standards is relatively low, making them vulnerable to several diseases.

Recommendations

1) Environment of media organizations will not be improved until the employees have a good awareness of their rights and demand a proper setup to nurture their productivity.

2) There is a need to establish a concrete policy to implement occupational safety standards issued by the International Labor Organization for the media industry to ensure the security of media employees in all media organizations of Pakistan.

3) ILO needs to inspect media organizations in Pakistan to ensure observance of ILO safety standards and monitor their progress regularly for raising the working standards of the media industry in Pakistan.

4) The subject of occupational safety is to be introduced in the syllabus of Mass Communication discipline at the university level and conduct a training session for working at media organizations as per international standards.

5) Media professionals need to organize training workshops on prescribed standards of ILO safety for the media industry to protect employees from diseases.

6) Based on this concept, media owners should know their employees' problems and what their requirements are to manage their issues.

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