

**OCCUPATIONAL STRESS AND JOB COMMITMENT
OF PROFESSIONALS WORKING WITHIN
THE TELEVISION INDUSTRY IN SRI LANKA**

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ABSTRACT

This is to identify the sources of occupational stress and its impact on job commitment among the professionals working in the television industry in Sri Lanka.

140 individuals, aged between 20 - 60 years of age and working in different divisions at different institutes volunteered to participate in this study. The study was mainly focused on the work related factors that have noticeable impact on job stress of professionals working in the television industry in Sri Lanka. The data was collected through a questionnaire which was developed using previously tested questions as well as self developed questions. Data was collected from four television stations operating in Sri Lanka, i.e. SLRC, ITN, Swarnawahini and Sirasa.

The technology advancement and factors unique to the job has a noticeable impact on job stress of professionals working in the television industry in Sri Lanka.

The findings show that there is no significant difference in work related factors which have an impact on job stress among the television stations. But when it comes to the divisions such as engineering, news, finance, etc, there are significant differences in work related factors which cause job stress.

From the analysis it can be concluded that the relationship between job stress and job commitment is negative and the relationship between job stress and turn over intention is positive. Accordingly, when job stress increases, commitment reduces and turnover intention increases among professionals working in the television industry in Sri Lanka. But since these relationships are not very strong, the professionals are committed to their jobs even under stress and their intention to leave the industry is low.