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BURNOUT SYNDROM OF THE RADIO TELEVISION OF SERBIA JOURNALISTS

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Abstract: *The paper explores the influence of image of yourself in the working conditions on the level of the Radio Television of Serbia journalists exhaustion and fulfilling the basic human needs, as well. The research was based on the comparison of the results from questionnaires done in the Radio Television of Serbia end with Slovenian journalist. Institut for human resources in Slovenia analyzed the collected data, summoned through the web page www.burnout.si. The questionnaire and instructions for filling it can be found on the web page. For the purpose of this research, the questionnaire was translated from Slovenian into Serbian. The collected data shows that Serbian journalists are somewhat more exhausted then their Slovenian colleagues, although both groups of respondents fall into the first grade of the tree level scale. According to these results, needs of Serbian journalists are better met comparing to the ones of their Slovenian colleagues, especially the needs for respect, as well as intellectual and sensory ones. The sample shows that the image of yourself is less conditioned by work in Slovenia, although their working and living surrounding are more burdened. Therefore, worn-out working fatigue are prevailing there. However, in the sample containing serbian journalists, there are more candidates for burnout syndrom because their self esteem is more conditioned by work. The investigation of leadership-related is n the rise.*

Keywords: *burnout, exhaustion, image of himself, basic needs, journalists, leadership*

1. Introduction

Burnout is a global concern and work-related stress has the potential to negatively affect the individual's psychological and physical health, as well as an organization's effectiveness. Therefore, it is recognized worldwide as a major challenge to

workers' health and the functioning of their organizations. In the last decade, several epidemiological studies have found a high prevalence of the professional stress syndrome of burnout in western and developing countries (Maslach *et al.*, 2001). Burnout is usually assessed in an occupational setting and most occupational groups, white-collar (civil servants), blue-collar (manual workers) and the "helping" professions (health care workers, caregivers, and teachers) may be affected (Felton, 1998;

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Valente *et al.*, 2011). Nevertheless, burnout syndrome occurs mainly among professionals whose work involves constant demands and intense interactions with people who have physical and emotional needs. The term “burnout” was first used by Herbert Freudenberger (1974) in the mid 1970s and since then several theoretical models have been developed. Burnout syndrome is associated with daily chronic stress rather than with occasional events, and has been described as an inability to cope with emotional stress at work (Felton, 1998). Individual and organizational factors are involved in burnout, and there is an exchange between these two parts. An individual’s characteristics, such as personality, values, goals, age, gender, level of education, and family situation may interact with environmental and work risk factors and either exacerbate or act as a buffer against their effects (Cassitto *et al.*, 2003). Some of risk factors associated with burnout syndrome is headaches, insomnia and other sleep disorders, eating problems, tiredness, irritability), emotional instability, and rigidity in social relationships are some nonspecific symptoms associated with burnout syndrome (Embriaco *et al.*, 2007). Burnout syndrome has also been associated with poor health, including hypertension, alcoholism, and myocardial infarction (Shanafelt *et al.*, 2006; Väänänen *et al.*, 2008; Alves *et al.*, 2009).

Breakdowns at work (burnout) is characterized by emotional exhaustion, depersonalization and low personal accomplishment. Maslach and colleagues describe burnout as a syndrome consisting of emotional exhaustion, depersonalization and professional accomplishment having detrimental effects for both the individual employee and his/her organization. Leadership is one of the most researched areas within the field of organizational studies, and yet the least understood (Yukl, 2002).

The aim of this research is to determine the degree of burnout in journalists of The Radio

Television Serbia, the impact of productive self-image caused by the degree of exhaustion, as well as the fulfillment of basic human needs. In other words, the goal of the research is the "identification" of exhaustion in RTS reporters, here are the results of an identical survey among journalists in Slovenia used as a comparative basis.

Burnout at work is an important area of scientific research because of its significant financial and social effects arising from the dissatisfaction of employees workplace and its effects on physical and mental health. There are different instruments used to measure this phenomenon. Of all the instruments most commonly used Maslach Burnout Inventory (MBI), which measures the professional characteristics of the respondents and the causes of burn-out syndrome at work. MBI is widespread in the United States and countries of the European Union and in the countries of Latin America. Validation of the measuring instrument was carried out in different countries and cultures of the world in order to find a common instrument for assessing multicultural work force.

The questionnaire was filled in by journalists Slovenia at the national level in Serbia journalists of the RTS's. The data are suitable for drawing conclusions, because research in the public sector, mainly based on the principle of relativity and comparison of similar or identical groups in an area. Respondents indicated that there is a positive relationship between mean degree of exhaustion (SSI), and self-image caused by the realization (SPS), which means that the higher level of SPS and higher degree of exhaustion. With Serbian journalists is that conditionality is higher. 61 reporter in The Radio Television Serbia news program participated in the study. After that research was compared with the results of surveyed Slovenian journalists. The results of both groups and journalists of the two countries are classified as exhaustion in the first class of the three-level scale (0.3 to 1). However, it was confirmed that the Serbian journalists

are much more exhausted than Slovenian colleagues. Study group showed their responses and positive correlation between the degree of central fatigue (SSI) and productive conditioned self-image (SPS), which means that a higher level of SPS is higher than the degree of exhaustion. When the results of productive self-image caused by Slovenian and Serbian journalists are compared it is evident that the dependence of the Serbian journalists is higher. According to the analyzed data, "Institute for human resources" productive conditioned self-image is associated with differences in the degree of burnt group, SPS is not affected by the differences in the degree of exhaustion among the two groups, although you might have expected the opposite.

By comparing the group of journalists from Slovenia and Serbia you can clearly see the difference in the fulfillment of basic needs. These results show that Serbian journalists have better met the needs, especially the need for respect, intellectual and sensory needs.

Burnt or burnout is simply described as a psycho-physical or sensory fatigue. State of good health and sexual energy reserves is called smartness. How do we use energy? Regardless whether that is physical, sensory or cognitive performance there is a state of fatigue. Accumulated fatigue resulted from the lack of rest and recovery after exertion. The candidate will be burnt to overlook the warning signs your body of excessive fatigue, increasing its activity.

The sample shows that the self-image of Slovenian journalists is less conditional, even though their living and working environments is under stress. Serbian journalists also have a higher chance of burnout or burnout syndrome, and Slovenia for wornout or exhaustion in their work. The survey is aimed at getting the results that show whether productive conditioned self-image affects the degree of exhaustion of journalists in Serbia. Then, the results will be compared with the ones of journalists in

Slovenia. Also research will show the extent to which basic needs are met at Slovenian and Serbian journalists.

The study is to examine:

- Exhaustion of Journalists of Serbia
- Cause and effect relationship between the medium level of exhaustion and productive conditioned self-image
- The degree of satisfaction of basic needs

1.1 Burnout as process, burnout as state

Burnout as the process is divided into three levels, ranging from fatigue to exhaustion over the adrenal burnout. For the first two stages of exhaustion and fatigue, using the term combustion, followed by the process, which leads to a condition that is marked by the expression: syndrome adrenal burnout (SAI) (Pšeničný, 2006). With the decline of the average satisfaction of the needs of growing degree burn. At the highest level (level 3) combustion needs are the least satisfied, the adrenal collapse begins contentment most needs grow again. Exceptions are the average contentment material and social needs, which is also the adrenal collapse fall. The term "burnout" is often used for the state, when a man is burned, for the state to collapse and I have adrenal collapse (adrenal burnout), despite the fact, that these conditions are different, both in character, and the consequences. The term "burnout" is used as a label for a little higher fatigue, the anxiety, the combustion chamber and the state of the adrenal burnout. To eliminate confusion in terminology, we should distinguish between the meanings of fatigue, burnout and adrenal burnout (as the adrenal collapse), which are physically and mentally different states (Pšeničný, 2006) Several authors have degrees burnout sort on different criteria. They are, however, agree that burnout chronic process. All of these authors make the assumption that the cause of burnout exclusively working environment and requirements, which it formed

(psychological work environment), therefore stress in the working environment and less static, which enable the person to adapt to the expected requirements. The data obtained from research conducted in 2005 and 2006 show that the different characters of plain fatigue and exhaustion of combustion, and thus divides the process of burning the adrenal burnout at three levels (Pšeničný, 2006). In this they differ physically and mentally responses to fatigue and signs of behavior. The authors have suggested that for the first two stages of combustion using the term for third-degree term syndrome or adrenal burnout (SAI) syndrome adrenal burnt. Adrenal burnout the complex of chronic stress in the workplace or from a sense of frustration. Includes both interpersonal and intrapersonal perspectives. It is a condition which is contrary to the subjective psychological well-being and spread to all areas of the human being and work (Pšeničný, 2006).

In a person who is experiencing a state of adrenal sagorelosti, secretion of cortisol pressure is reduced, because some researchers call it also as a syndrome burnout HPA axis and adrenal exhaustion (adrenal burnout, adrenal fatigue), (Pšeničný, 2006). Increase in cortisol, which occurs in the combustion front adrenal collapse, can cause the occurrence of hyperglycemia, the euphoria, the condition is characterized by increased energy, restlessness, increased stomach acid, high blood pressure, decreased muscle mass and redistribution of body fat (central obesity) or reduced Immunity response of the organism (Keele *et al.*, 1982). Lack of cortisol by the adrenal collapse is reflected as hypoglycemia, anxiety, inability to concentrate, depression, apathy, fatigue (decreased metabolism of carbohydrates), irritability, negativism, pad initiatives or social isolation. Directly or indirectly affects also the functioning of all organs in the body and the immune system, because they appear and physical signs, which are observed in the syndrome burnout (Keele *et al.*, 1982; Varadaraja and Cooper,

1986; Raj, 2006). Combustion and burnout preparing changes in cortisol levels (Pšeničný, 2006)

Halsten in his exploration, people with high scores on the "burnout" scale and a high self-image conditioned realization of himself as persons who prefer the "burnout", while those with high "burnout" results and low self-image conditional realization labeled as a person in which the predominant "wornout". Halsten in his paper explained that the phenomena of "wornout" and "burnout" were labeled as negative correlations in a nationally representative sample in Sweden (Hallsten, 2004). It could be said with regard to what is Halsten in his work that the self-image caused by the implementation, a form of confidence. The model describes Halsten in their work burnout is designed as a phase in the combustion process. This process may have a place in any context, in work, family, research work, or when the context is important for personal self-esteem or self-evaluation. The initial phase of the process is called anxious engagement. This stage can be turned into frustration and possibly burnout, as the final stage in the process of combustion, in the case of exposure impracticable repetition or chronic stressors. Burnout happens when a defined role for threatened or obstructed in inappropriate areas with long-term stress or repeated stress. Earlier conclusion of the phrase "I am my successes," meant that self-esteem is dependent on the performance of roles that were vital to their self-realization. Halsten in its work called it a self-assessment or self-esteem or self-image caused by the implementation. Stressors within these roles and domains are assessed as a challenge or a threat to self-evaluation, self-esteem and personal image, which carry a form of self-esteem.

1.2. Causes combustion

Studies suggest that not only burn those who find it difficult to cope with stress, as if burnt

the only ones who govern poorly to stressful situations among them would not be so many people more successful than others, who were in front of a fire, because one has to achieve success to overcome the large amount of requests and loaded situations. Three groups of causes affecting the formation of combustion (Pšeničný, 2010): social environment, psychological (work and life) environment and personal characteristics. The first two groups include external influence, and the third includes internal influences. Social environment characterized the last few decades the transition from industrial to post-industrial era. It is believed that the transition has a crisis of the system of values. Positive psychological environment requires reciprocity between investing in relationships with people and the satisfaction level of these relations. In every relationship you invest a certain amount of energy, and the coarsest in relationships with men and work. The replacement is expected to be returned to the investment, and that these relations satisfy the somewhat basic needs (Pšeničný, 2010). If you are talking only work environment and needs to be met, it is necessary to appropriate salary for the work, a positive confirmation of a job well done, the need for acceptance, relatively stable conditions, control over the work environment, clearly getting tasks, the need for understanding.

Among psychological circumstances in the workplace appears: workload, control over work, reward for a job done, working groups, communication channels, equity and valuation, primarily related to the company. Psychological environment of living, which is a long-term load, for example, self-centered and manipulative partner, demanding parents has, care for people with special needs. The third group of causes combustion are personal characteristics. Personal characteristics also affect the combustion, and is almost a rule that combustion is expressed by the most capable and efficient, those who were more

successful than average. It's almost a rule that izgorevaju those environments seen as competent and effective (Pšeničný, 2010). Those in the first place raise the expectations of others and constantly running race with itself. Also those who burn and burn, well suited to the description of those with strong internal motivation, which is actually enforced motivation. Such people are in relation to other more durable and more busy. This motivation is shaped primarily influenced by education. It is assumed that unstable self-image, which depends on the self-evaluation, which is caused by the realization, probably the essential cause of burnout. Demanding parents of a child determined by a rule that is good only when it meets the needs of others, not their own. So, parents love their condition. If the child is to rule built into their inner motivation, which leads to a split identity, the true self - Real self, true self, which is prezahtevan and false - false self, which in itself does not require anything but the food compliments of others whose needs required to meet. Thus formed less self-image, dependent on the self-evaluation which is dependent on accomplishments, why inner compulsion water much work. Man that picture of yourself positively evaluated only when sufficient external gain recognition for their results. If it does, it begins to over-try, and then performs phase workout, to win over enough praise and to maintain a positive image of self-evaluation. Looking at the reasons that led to burnout due to overwork, classified four forced internal motivation (Pšeničný, 2010):

- Narcissistic motivation: my results have to be perfect
- Deep dependent motivation: I have to meet people around you
- Shizoid motivation: if you want to survive, I have to work
- Obsessive compulsive motivation: I must work better than others

In burnout came influence all three groups of causes and socio economic environment,

living and working environment, personal characteristics, which are strongly intertwined with each other. Socio economic environment are actually socially productive relations, which shape social mechanisms, the method of education, value system, etc.. In the postmodern period cited three main causes: changes in the form of employees' status, individuality, which affects the formation of self-image with changing values and inability to impact on the wider social environment. Personal structure of the people around us with a socially productive relations shape the psychological environment in which they live and work, and have an impact on what will be the reaction to the environment. People also themselves shape the psychological environment of living and working and productive social relationships, and responding to them according to their personal characteristics. Reciprocal model burnout includes all causes and their mixing. Reciprocity involves the exchange with the environment, as well as investing in energy related charging sources by meeting the needs (Pšeničny, 2010). Unreciprocalment leads to burnout, when the life and work related long-term investing a lot in order to meet basic needs.

2. Methodology research lever of burnout of junalists media houses "RTS"

For research question mark is used adrenal used syndrome "Institute for human resoruce" from Slovenia.

The questionnaire contains a total of 271 questions:

- The questionnaire was taken from the site
- www.burnout.si
- Questionnaire answers deal with how we felt during last 12 months
- The questionnaire contains four groups of questions relating to the

physical and emotional signs, behavioral and cognitive signs

Measuring performance in the public sector is based mainly on the principle of relativity. Here is a comparison between similar or the same groups, or between them and similar groups. The questionnaire reveals the difference between journalists in RTS and journalists in Slovenia. After research, we had the opportunity to compare the results. The difference is that the Slovenian journalists were tested at the state level, and in Serbia in the framework of the news program of the Radio Television Serbia, the most popular in 2009 among the news programs participating in a public media service of Serbia, and the second most watched news show, whose journalists also interviewed in in the same year. For the 45 percent of viewers of News at 7.30 p.m. it was the main source of information. Journalists sent a questionnaire themselves via e-mail, and then they were contacted to check whether it has met, or to inform them what did they do. Surveyed respondents were generally responsive to the number of questions. Some consider them too difficult, so they began filling it in a couple of times, interrupting in the meantime while solving questionnaire, some gave up and some are still quick fix test. The survey was conducted while they were still on vacations, in the period from 27th August to 8th September 2009.

The collected data is processed by the "Institute for human resorces" in Slovenia. Data were collected through the internet www.burnout.si. On that web page there is questionnaire and user compliance. For the purposes of this study the questionnaire was translated from Slovenian into Serbian.

This self-image is easily shaped by upbringing conditioned courtesy. For example when parents accept their child, but only when they meet their expectations. When she is not fulfilling them, she is penalized or denied kindness. Such education leads to neglect their own needs

for the sake of satisfying the needs of others, making greater external recognition.

So burned could be understood by unsuccessfully trying to get us to achievements, which are an integral part of self-assessment, in order to preserve a stable image.

The results of both groups of journalists that both countries belong to the first class of exhaustion three-level scale: The first level results are classified burnt medium level of 0.3 to 1, and another 1 to 2, and the third from 2 to 3. However, according to the processed data Serbian journalists are still more exhausted than Slovenian ones.

In the first instance we call burnt Exhaustion fewer characters, because the man is delusional to a temporary condition, which can lead to health problems and ignores the rest. It is characterized by a productive direction, responsibility, anxiety, and feeling that everyone needs something from that person and that all depends on it. More signs of exhaustion:

In physical terms: chronic fatigue that persists at rest, and pain in the morning and evening, racing heart attacks or panic attacks, gastrointestinal problems and disturbances in sleep (insomnia).

In psychological terms: increased work, frustration, disappointment in people the impression that the contacts with people demanding, irritability, anxiety, grief, denial of physical and mental fatigue, placing others' needs above their own.

On the outer area: workout

Burnt in the second degree, which is called Fatigue characteristic strong feelings of being trapped and powerless to change anything, strong symptoms of excessive fatigue, feeling of guilt and the weakening of the productive conditioned self-image. The growing number of signs and their intensity. Most of the characters appearing in the first degree

Physically: temporary or permanent increase in blood pressure, pain, headaches, impaired

immunity, allergies, sudden short-term weakening of psychophysical energy, strong disturbances during sleep in the form of insomnia or excessive sleeping.

In psychological terms: feeling trapped, and the need for withdrawal from the working and living environment, weakening working conditioned self-image, easily becoming angry and and cynic, rudeness and cruelty, powerlessness monitoring sensory needs, feeling of guilt, difficulty concentrating and remembering, misappropriation of relatives and associates, difficulty recognizing lies and manipulation, neglect their own needs, suicidal thoughts (without preparing for suicide).

On the external field: changing working and living environment, avoiding social contact, cubed burnt, burnt acute adrenal last few months, the consequences are, on average, 2 to 4 years, sometimes permanent.

In addition to intense physical and mental symptoms the lower grades there are characteristics:

In physical terms: the ultimate weakening of body energy, impossible, or extremely difficult to maintain alertness, muscle aches, intense sensitivity and signs of exhaustion, heart attack, stroke, acute gastrointestinal disturbances.

In terms of mental depression, powerlessness making or planning, an impression of loss of time, temper tantrums, loss of control, and sense impressions importance, lack of concentration, loss of thinking process, vulnerability, perceived vulnerability, strong anger and cynicism, possible suicide attempt.

On the external field of: gave up of all activity, interruption of social contacts

2.1 Discussion

The study included 61 journalists of The Serbian Broadcasting Corporation news program. Study group showed their responses that there is a positive correlation between the degree of central fatigue (SSI) and productive conditioned self-image

(SPS), which means that a higher level of SPS and a higher degree of exhaustion. It is evident that the dependence of the Serbian journalists is on a higher level. Productive conditioned self-image is associated with differences in the degree of burnt Group, exploration does not affect the differences in the degree of exhaustion among the two groups, although you might have expected the opposite. Data processed by the "Institute for human resources" show that productive conditioned self-image between the two groups of respondents in Serbia and Slovenia are different, so is $M = 2.7705$ for Serbian journalists, and the Slovenian $M = 1.8563$.

The questionnaire was filled in by journalists Slovenia at the national level in Serbia journalists of the RTS's. The data are suitable for drawing conclusions, because research in the public sector, mainly based on the principle of relativity and comparison of similar or identical groups in an area. Respondents indicated that there is a positive relationship between mean degree of exhaustion (SSI), and self-image caused by the realization (SPS), which means that the higher level of SPS and higher degree of exhaustion. With Serbian journalists is that conditionality is higher.

Table 1. Commodity conditioned self-image

	Respondents	N	Mean	Std. Deviation	Std. Error Mean
Commodity conditioned self-image	Journalists Serbia	61	2,7705	,87581	,11214
	Journalists Slovenia	87	1,8563	1,03193	,11063

The differences between the two groups, Slovenian and Serbian journalists primarily are the result of their living and working conditions. Less burden on the working and living environment, and better basic needs

being satisfied that the impact also caused a productive self-image, less water and consequently in workout and burnout.

Table 2. Overall Satisfaction of needs Serbian and Slovenian Journalists

	Respondents	N	Mean	Std. Deviation	Std. Error Mean
SATISFACTION OF NEEDS	Journalists Serbia	61	3,5410	,65579	,08397
	Journalists Slovenia	87	3,0316	,75005	,0804

From the analysis of the results shows that the respondents indicated that there is a positive relationship between mean degree of exhaustion (SSI), and self-image caused by the realization (SPS), which means that the higher level of SPS and higher degree of exhaustion.

Meeting the needs of the average Slovenian journalists, there is less ($M = 3.0316$) compared to Serbian journalists ($M =$

3.5410). The difference in the fulfillment of basic needs between the two groups, the Slovenian and Serbian journalists.

Primarily the result of the working and living environment. less burden on the working and living environment, and better basic needs being fulfilled, which affects productive conditioned self-image leads to less workaholicism and consequently combustion.

Table 3: Degree of satisfaction of basic needs of the Slovenian and Serbian Journalists

	Respondents	N	Mean	Std. Deviation	Std. Error Mean
Material needs	JournalistsSer	61	3,10	,961	,123
	JournalistsSlo	87	3,08	,879	,094
Bodily needs	JournalistsSer	61	3,61	,988	,126
	JournalistsSlo	87	2,99	1,040	,111
Safety needs	JournalistsSer	61	3,25	1,027	,132
	JournalistsSlo	87	2,98	1,181	,127
Sensori needs	JournalistsSer	61	3,72	,985	,126
	JournalistsSlo	87	3,10	1,012	,108
Social needs	JournalistsSer	61	3,64	,895	,115
	JournalistsSlo	87	3,07	1,139	,122
Need to respect	JournalistsSer	61	3,75	,943	,121
	JournalistsSlo	87	3,34	,986	,106
intellectual needs	JournalistsSer	61	3,89	,798	,102
	JournalistsSlo	87	2,85	1,095	,117
The need for pers. growth and prof. development	JournalistsSer	61	3,38	,916	,117
	JournalistsSlo	87	2,84	1,088	,117

The results show that on average the needs of Slovenian and Serbian journalists are fulfilled, but that they differ. The results of Serbian journalists are better because they met their needs to larger extent, especially the need for respect for $M = 3.75$, $M = 3.89$ intellectual and sensory needs of $M = 3.72$. Differences between the two groups,

Slovenian and Serbian journalists primarily the result of the circumstances of life and operation. Less load on the working and living environment, and better basic needs being satisfied that the impact also caused a productive self-image, less water and consequently in more worke and to burning.

Differences between the two groups preventing burnout we can not influence, not just in the short term and the socio-economic environment, the easier it will affect the psychological environment of living.

3. Steps to prevent burnout

Some speci fi c actions to prevent burnout are also important. Redistribution of high workload, prioritization of tasks, instauration of work breaks, assessment of physical risks at the workplace, and a clear description of tasks and demands may help to avoid work stress. The arrangement of regular meetings in order to discuss work problems with managers, and the performance of social activities with managers and colleagues can prevent the lack of social support at work. The use of flexible working times and provision of child care facilities and worker transportation, when needed, may help to facilitate the work-home interface (Leka *et al.*, 2004; Burton 2008).

Checking degree burnt. When we want to prevent burnout, we must know how to recognize its signs, which appear in the physical, sensory and intellectual fields. Cheking environment, which can be risky for burnout causes. The next step is a review of

our living environment and risk areas for combustion. Checking personal character and values which means burnt risk. Some personal signs mean greater risks for burnt. Among these are depression and anxiety, sensual vulnerability, diligence and responsibility, and the ability to achieve less. The biggest risk is productive conditioned self-image. Created self-image is the long-term effects and requires dealing with our past trials, so there is need of help psychotherapists.

The division of activities in which you are exhausted and burdened, and those that do energy. Our activities are split into two lists: those that oppress and exhaust me and that revitalize my energy. Then you weigh both lists, which means those activities that reduce your burden, and increase those that frees you. It's not enough to just choos to do it in order to balance the energy and win, but the need to persist (www.burnout.si). Ensuring that you have enough hours of sleeping. A man who exerts greater efforts needs more sleep. Vacation, recreation can help, however, can not compensate sleeping, setting limits and realistic goals. Learn to say „NO“. No one will tell you how to say „no“, and above all why is it so difficult or almost impossible. The first step towards this is to set realistic goals. Recognition and reward for their effects. If we do not know ourselves, do not appreciate our work, we're depending on someone else to do it.

4. Conclusions

Based on these results it can be concluded that the degree of exhaustion of employees affected by the organizational environment. Results Slovenian and Serbian journalists in some segments do not differ much, but still greater fatigue showed journalists from Serbia. Results of both groups of journalists to be classified in the first stage of exhaustion three-point scale. Differences exist in meeting the needs. Average satisfaction of needs in Slovenian journalists is somewhat less than in the Serbian press.

The difference in meeting the basic needs of the two groups of journalists from Serbia and Slovenia is primarily a consequence of the working and living environment. Serbian journalists these results are better met the needs for respect, intellectual and sensory needs. Under load the working and living environment, and better contentment basic needs affects the self-image caused by the realization rarely leads to radoholizam and consequently combustion. In this case, we should not ignore the culture of the two countries, which are probably partly influenced the findings. Often the cause of burnout and self-image that includes performances, experiencing and evaluating ourselves. Burned man has a moderate image, which is often conditional. That means a man is valued as much for what he did to get for external recognition. Combustion can be understood as the effort is unsuccessful on the way to achieving the desired results, which is an integral part of self-assessment, in order to preserve a stable self-image. The results of both groups of journalists from our two countries point to the first class in exhaustion three level scale. In the first class are listed the results of burning medium level of 0.3 to 1 were listed, in the second grade from 1 to 2, and the third grade of 2 to 3. However, some still show that serbian jounalists are more exhausted .

Meeting the needs of the average Slovenian journalists, there is less ($M = 3.0316$) compared to Serbian journalists ($M = 3.5410$). The difference in the fulfillment of basic needs between the two groups, the Slovenian and Serbian journalists, is primarily the result of the working and living environment. According to these results, Serbian journalists these results are better met the needs of reverence $M = 3.75$, $M = 3.89$ intellectual and sensory needs of $M = 3.72$. Less burden was on the working and living environment, and basic needs were better met which affects productive conditioned self-image leads to less workoholism and consequently combustion.

Self-image includes performances, perceptions, thoughts, experiencing and evaluating them. Research shows that the man has burned out mediocre and often conditioned self-image. This means, the man is valued as much as, and has reached as far as it got for external recognition.

Burnout is so can be understood by unsuccessfully trying to get us to achievements, which are an integral part of self-assessment, in order to preserve a stable image.

The sample shows that the self-image of Slovenian journalists has less conditional operations, and their living and that their working environments is more burdened. Because of these prevailing wornout or work

exhaustion. In a sample of Serbian journalists, however, there was a number of candidates for burnout and the burnt, because their self-esteem was more more conditioned by working environment and probably allows greater sense certificates.

Broader study that would include other organizational units, would give a clearer picture of the burnout syndrome. The collected data is processed by the "Institute for human resource in Slovenia." Data were collected through the internet www.burnout.si. On the page, with a questionnaire and user compliance. For the purposes of this survey questionnaire was translated from Slovenian into Serbian.

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