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Research Article

TALKS THAT SUCCEED OR FAIL: ANALYZING POLITICAL SHOWS PRECEDING THE PUBLIC POLITICAL DECISION IN BANGLADESH

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ABSTRACT

In Bangladesh, talk shows, particularly political talk shows, are extremely popular. Political talk shows played a significant role in establishing political discourses and influencing public opinion just prior to the 2018 national election. This exploration thought about that time span to comprehend the job syndicated program has played in that very scary world of politics. The study examines political talk shows of the time to comprehend how talk shows dealt with politics and seeks to identify the co-modifying nature of Bangladeshi television talk shows. The research employs a qualitative approach that involves textual analysis of the talk shows to accomplish this. According to the findings of the research, political talk shows are more concerned with lucrative presentations and sponsor demands than they are with constructive discussions. Having a disagreement is valued more than coming to an agreement. This study came to the conclusion that political talk shows have greatly influenced politics, and it recommended looking for solutions rather than just addressing issues.

KEYWORDS

Bangladesh; void exchanges; election nationwide; political; talk programs;

INTRODUCTION

The media business of Bangladesh is growing step by step. One of the media markets that has grown at the

fastest rate in the world as a result of this visible expansion (Dhaka Tribune, 2018). At present, there are

37 TV stations broadcasting completely from the nation's most memorable satellite Bangabandhu-1 (Islam, 2020). There are increasingly more programs, particularly talk shows, as there are more channels. The production of various varieties of talk shows, including political, contemporary issue-based, celebrity-oriented, and so on, has become the primary focus of television networks in recent years. The political talk show genre, in particular, is extremely popular with the majority of Bangladeshis. Politics is discussed everywhere, despite the low political mobility (Daily Star, 2019).

According to Dijk (1993), "to get more insight into the crucial role of discourse in the reproduction of dominance and inequality," political talk shows are very important. This study focuses on political talk shows just before the 2018 national election, one of Bangladesh's most important times. At the time, Hasina's government created an environment in which popular television host Zillur Rahman and Nobonita Chowdhury were warned by international media, such as DW, to speak carefully on talk shows (DW, 2018). Mainul Hossain, the publisher of one of Bangladesh's prominent English national dailies, was arrested for calling a journalist "Characterless" on a talk show and accusing him of saying that he supported the political opposition (Daily Star, 2018). Thus, this time span is exceptionally vital in our nation concerning the right to speak freely of discourse, particularly in the Media. However, talk shows that were broadcast at the time have received insufficient attention. This study is centered around that time span, particularly on what was the job of political television shows preceding the public appointment of 2018. The primary focus of this study is on whether they worked on shaping the political culture or were busy surviving by changing in a very scary environment.

Background of the study

Even though political talk shows are popular with viewers, they rarely discuss "politics" in the truest sense. A large portion of the stations are directed by the public authority supported Bangladesh Media

transmission Administrative council (BTRC) under the telecom demonstration of 2001. As a result, they can legally control the content of any private channel. In our nation, it is not a new phenomenon. According to Daily Star (2008), the interim government of Bangladesh requested the cessation of all political live talk shows in 2008. Ekushe television received a fax in 2014 instructing it to cease broadcasting one of its live political talk shows. They got authorization thereafter on nine-guide conditions toward broadcast it once more (Day to day Star, 2015). The digital security act was heavily criticized by international media in 2018 as well for its stringent monitoring of all digital platforms prior to the election (DW, 2108). As a result, political talk shows are shifting their focus away from their actual function of influencing public opinion and toward commercialization in order to maintain their existence. According to Arman & Karim (2017), sponsors choose the host and guest based on popularity.

This raises the question of whether the politics discussed on the shows had evolved into a product of the communication market. As the national election approached, this study focuses on a time when political talk shows received the most viewers. This exploration plans to track down the response by investigating the political television shows communicated before the public appointment of 2018.

History of talk-show

The talk show is a type of unscripted, structured conversation aimed at the audience on television. As per Timberg and Erler (2010), a syndicated program should meet four standards where it is a transmission ware, secured by a host, keeps up with the deception of the present and seems, by all accounts, to be unconstrained yet being profoundly organized.

There are a variety of theories regarding the beginning of television talk show history. Famous radio talk show hosts like Edward R. Murrow, Arthur Godfrey, Dave Garroway, Arlene Francis, Steve Allen, Jack Paar, and Mike Wallace introduced talk shows to television

(Timberg & Erler, 2010; Zambrano and other, 2018). According to Islam (2017) and Haque (2015), Joe Franklin's 1951 talk show was the world's first talk show. However, according to Khan (2015), Joe Franklin's show and "The Late-Night Show" were the first talk shows on television in the United States and Ireland, respectively. The talk show's history is broken down into five cycles, from 1948 to 2000, according to Timberg & Erler (2010). According to Abedin (2015), the first talk show on television in Bangladesh was "A Young Man with Innovative Ideas," hosted by Zillur Rahman, and aired on Channel I on August 3, 2001. However, according to Haque (2015), "Ekusher Rat" was Bangladesh's first talk show, broadcast on Ekushey Television in 2000. There are very few academic works that discuss Bangladeshi television talk shows. No writing is found which completely examines each kind of syndicated program in Bangladesh. According to Haque (2015), the majority of talk show topics in Bangladesh revolve around current events and sociopolitical debates; however, economic, cultural, entertainment, environment, health, education, games, and international issues are also featured on talk shows.

LITERATURE REVIEW

Political-economic considerations can be used to comprehend talk shows. Sharma (2015), notices the exorbitant premium of Bangladeshi TV slots in communicating television shows as it needs less work and little speculation and gives high benefits. She attempted to comprehend how the talk shows' power dynamics operate. She discovered that the talk show's topics mostly revolve around the interests of the channel owners, sponsors, and influential groups associated with the show. Thus, the chose points work such that puts a cover over the principal issues of society. Channels welcome visitors for the shows who are eminent and strong and hence keep up with relations with the ideological groups in power.

Only a few types of writing concentrate solely on political talk shows in Bangladesh. According to Sarkar & Bosri (2017), 86% of Bangladeshi viewers are

between the ages of 20 and 30 and watch talk shows on television. The majority of these viewers believe that discussions alone cannot resolve issues, while talk shows can provide stakeholders with sufficient information. On the other hand, some academics discovered that talk shows had a significant impact on audiences' ability to engage in public discourse (Sarkar & Bosri, 2017; Sharma and Dalal, 2016).

Islam (2017), saw that as the majority of the crowd think political syndicated programs as only a foundation of force predominance between the public authority and resistance groups and these shows can't pay all due respects to public questions of the reasons and arrangements of the socio-political issues. Once more, government officials can't convey anything to make political mindfulness among the crowd. As per him, however legislators attempt to maneuver individuals toward getting the vote, government and resistance groups can't persuade individuals about their plans through political television shows. Additionally, political talk shows had failed to establish a forum for public and government communication and had never been able to influence the younger generation.

Marjan (2015) found that the talk show producers choose strong and vocal guests from their own ideology and weak guests from the opposing ideology and those moderators have total control over the shows. They conclude that talk shows' ability to set agendas and raise awareness aid viewers in analyzing the political climate. In addition, according to Sharma (2015), a group of teachers and journalists who are in fact supporters of various political parties attempt to present themselves as intellectuals by appearing on talk shows. They lack real expertise, real knowledge, and real efficiency. Again, anchors are more concerned with their appearance than they are with anchoring.

This large number of discoveries by the specialists alludes to the item idea of the television shows. Quail et al. claim that (2005), TV television show programs exist as attractive wares that are traded in the correspondences commercial center. They discuss the

co modification of talk shows' labor, audience, and content, as well as their understanding of talk shows as media products. The existing literature provides the foundation for this study to comprehend talk shows from a commodity's perspective, according to a review. However, no scholarly work has examined the co modification of politics in Bangladesh through the lens of political talk shows. This study focuses particularly on a political talk show in relation to the idea of co modification in light of the research gap.

Objectives of the Study

The primary objective of the study is to investigate understanding politics as a co modified product through the political talk shows, as the role of political talk shows in Bangladesh has been questioned by numerous academics and intellectuals. This study has examined the labor, audience, and content of three prominent political talk shows through visual analysis.

Research questions

This study's primary research question is: How does the political television show in Bangladesh work to co modify legislative issues? To find the solution to the superb inquiry, following sub-questions has been thought about:

- a) Are these talk shows filled with productive debates?
- b) How much have these talk shows become commercialized?
- c) How the co modification of content, work, and crowd are going on inside these television shows?

Theoretical framework

To comprehend talk shows as a commodity and co modifying tool, the research employs the concept of co modification. Co modification, according to Mosco (1996), is the process of converting use values into exchange values. The most explicit representation of capitalist production, according to Karl Marx, was the commodity. Through the co modification of content, audience, and labor, Mosco explains the commodity

form in communication. The course of co modification of content includes changing messages, going from pieces of information to frameworks of significant idea, into attractive items where the compensation worker sells her work ability to make the substance for a pay. Referring to Dallas Smythe, Mosco presents the crowd as the essential product of the broad communications where media organizations produce crowds by drawing in them with media programming and convey them to sponsors. He argues that the power of execution or unity of conception constitutes labor. Capital attempts to isolate origination from execution during the time spent co modification. It rebuilds the labor process, which helps to match the distribution of power and skills at the point of production.

Quail and others According to Mosco (1996), who understood the commodity form in communication, the co modification of content, audience, and labor in talk shows was explained by (2005), which is consistent with As indicated by them, the recorded display or the program incorporates three sorts of wares: data, conflict, and big names. The co modification of useful information with the goal of improving consumer behavior is the focus of numerous talk show episodes. Again, the participants confront a problem or issue that is of interest to the audience, and the celebrities involved and their lifestyles engage the audience and, as a result, become commodities. The purpose of the produced show's appearance is to entice the audience with a few conflicts and issues. Product and text combine in such a way that text; inter text, and audiences become commodity, product line, and consumer simultaneously. Additionally, audiences are bought by advertisers, while media sell audiences for profit. Finally, as is the case with all capitalist institutions and organizations, talk shows also exploit labor by requiring workers to put in longer shifts for the same or lower wages. The term "intensified labor" refers to when workers complete more work in the same or lower amount of time. In some cases, talk shows also include enhanced exploitation, with guests and studio audiences appearing for free.

MATERIALS AND METHODS

The review utilizes a subjective methodology. For the purpose of textual analysis, three political talk shows that were broadcast on three distinct television channels on a specific date (24 September 2018) are chosen at random. The topics of all three talk shows are nearly identical and center on a single theme. The process for analyzing the talk show videos is outlined in the book "Vulture Culture: The Co modification of Talk Show Culture" in the section titled "The Co modification of Talk Show Culture." Quail et al.'s "The Politics and Pedagogy of Daytime Television Talk Shows" (2005). The joined consequence of these two expressions assisted with figuring out the manners in which political television show in Bangladesh working to co modify legislative issues.

RESULTS AND DISCUSSIONS

Visual Analysis of the Talk Shows Three talk shows on television discusses political issues.

Theme and Background of the Talk Shows All three of the chosen talk shows talked about the same topic: the national consensus process against the government that was in place at the time of the research (September 2018). There were five main claims in the proposed national consensus: a nonpartisan government in the hour of the political decision, rearrangement of the Political decision Commission, a fair and unbiased climate for political race, dissolving parliament before the declaration of the political race plan and the arrival of BNP executive Begum Khaleda Zia. The visitors with the balance of the anchor of the show introduced their contemplations on this subject and examined the world of politics of the country.

Program Framework

Show Name: Channel Tritiyo Matra: Anchor for Channel I: Zillur Rahman's Subject: Concerning national consensus Time: Date Minute: 57:06 September 24, 2018 Attendees:

1. Awami Youth Women League 2 General Secretary is Professor Apu Ukil. Former Chittagong Bangladesh Nationalist Party MP Wadud Bhuiyan

ANALYSIS

The program, which aired on Channel I shows in 2018, was set in a large room with the anchor sitting in the middle of a table with two guests at his sides. There were three large digital screens in the background. Static images of various news events were shown in the middle screen. The logos of four private businesses—I fad Water, Ashok Leyland, KAI Aluminum, and Best way Group—were displayed sequentially on the other two screens. The program's content explains the topic under discussion, in which two guests from opposing ideologies argue with one another.

The audience was familiar with two prominent members of two parties who were the guests. As a result, the program became a spectacle thanks to information, conflict, and celebrities. Again, the issue that arises from the national consensus process was the subject of discussion. The guest from national consensus attempted to legitimize the process, while the guest from the government attempted to challenge that legitimacy with her arguments. In order to support her arguments, Apu Ukil from the government also reads news from an online newspaper, which can also be understood from the perspective of inter textuality. As a result, the program's spectacle, problem, and inter texts were made into commodities to sell the program's content and attract viewers.

As previously stated, the screens were showing the logos of the four sponsors, which also serve as advertisements for them. A half-liter bottle of IFAD water was kept on the table in front of the anchor and the guests once more. The audience can make out the name of the water bottle—Ifad Water—each time someone is shown up close. Every one of these are only item promoting. Again, politicians from the two most

powerful political parties took part as guests on the show. It was entertaining to watch their arguments in favor of their parties, but there was no constructive discussion of how to influence the audience in the political sphere to support the vote and the legitimacy of the political-economic system.

Once more, enormous work worked behind the program for lighting, camera activity, set making, studio offices and others, however we didn't watch them. Work is co modified here as it was acquired in return for compensation. The aforementioned issue was discussed on the talk show, but no solution was offered in the end. In the end, the anchor left it up to the audience to consider the issue and invited the audience to enjoy the guests' conflict.

Program Outline

Name of Show: Channel Rajkahon: Anchor DBC: Topic: Nobonita Chowdhury What will this consensus accomplish? Duration: Date: 36:52 min September 24, 2018 Attendees:

1. President of the Parliamentary Standing Committee on the Ministry of Power, Energy, and Mineral Resources 2 is Bangladesh Awami League MP Mohammad Tajul Islam. Partho Chairman, Bangladesh Jatiya Party (BJP), Barrister Andaleeve Rahman Advocate Subrata Chowdhury is Ganoforam's Executive President.

ANALYSIS

The show's spectacle (DBC, 2018) stood out from other talk shows and was appealing. In a large set, the anchor first read news about the topic from a faraway part of the room where the discussion was taking place, setting the stage for the discussion. She then introduced the guests, drew nearer to them, sat in the chair, and kicked off the conversation. A digital screen displayed the program's and sponsor's names in the background. The program made guests think about the issues and provided information about the current political situation. Welcomed visitors are referred to by a large portion of the crowds as they are heads of the

ideological groups which provided them with a picture of a VIP. As a result of this lucrative spectacle and the program's beginning, audiences were significantly drawn to it. Again, the guests stated that the program's problem—the election process—is causing a national crisis. As a result, a process of national consensus began, with the majority of political parties opposing the government. However, despite Andaleeve Rahman Partho and Subrata Chowdhury discussing the issue with Mohammad Tajul Islam, they are unable to reach an agreement until the very last minute of the program. The conflict between the anchor and Subrata Chowdhury occurred at 19:01 minutes. As the guest, the anchor was extremely aggressive. But this high point can be seen as a show policy that helps the audience get interested in the show.

The co modification of such political issues here drew the audience's attention to the program, but no solution emerged. In addition, inter textuality is evident as the anchor reads Facebook comments and questions to the guests for their responses. In the program, she also reads news from BBC Bangla. This program once more bonds the audience by quoting other media.

The program is supported by Shah Concrete and the picture and logo of the organization were displayed on the behind screen. Advertisers purchased audience access by using this tactic during the program's two commercial breaks. Again, the guests tried to persuade the audience to adhere to their ideologies through arguments—Tajul Islam was against the government, and two others were against it.

In the case of labor, we did not see the people behind the program; however, there was a whole unit of workers who provided their expertise in exchange for a minimum wage, including the light man, camera person, studio assistant, and others. All of these factors contributed to the talk show's discussion of the current political issue surrounding the election, but it did not yield a solution, nor did it provide the audience with an answer to the topical question, "What will

happen with this consensus?" Crowds are drawn to the previously mentioned procedures, to partake in the struggles between the two restricting political belief systems.

Program Outline

Name of Show: Bangladesh Channel Ajker:
Autonomous TV Anchor: Zahid Hossain's Subject:
Duration of Consensus Policy: 47:57 Minutes Left
September 24, 2018 Attendees:

1. Awami League 2's organizing secretary is B M Muzammel Haque. Habibur Rahman Habib is the Chairperson of the Bangladesh Nationalist Party, an advisor to the BNP. A T U Taj Rahman, Jatiya Party Presidium Member

Analysis

A lucrative set in the show, with the anchor sitting on one side and the guests on his right (Independent TV, 2018). Behind the table, two distinct digital screens displayed distinct graphics. At first, the host explained that the show would try to understand the consensus, the policies that the parties will adopt, and the guests' reactions to the government. The participants, who were well-known members of the three major parties, constantly had to deal with their divergent ideologies. As a result, the show's spectacle helped the audience connect with the program. The issue in the show had to do with the show's theme, "National Consensus." The majority of political parties in Bangladesh, with the exception of the Awami League, agreed on this, according to guests from BNP and Jatiya Party. However, the government-representing guest from Awami League argued that there would be no consensus without Awami League because it is the country's most prominent political party. This issue attempted to snare the crowd and hence the substance of the show became co modified.

Rin Detergent Powder was the show's sponsor, and the company's logo kept appearing on the television screen and behind the guests. The advertisers paid for access to the audience by advertising during the two

commercial breaks. In an effort to reaffirm the audiences' belief in the legitimacy of the current political-economic situation, guests representing various political parties attempted to articulate their ideologies.

In exchange for the wages that helped the program attract audiences, a workforce worked behind the scenes to make the program possible. The conflict of political ideologies among guests from various parties was the show's main attraction, which was portrayed as a commodity to sell to audiences. As with other talk shows, this one was unable to provide a proper solution to the problem.

CONCLUSION

The research demonstrates that politics has been co modified through the political talk shows by the co modification of talk show content, audience, and labor using Mosco's (1996) concept of co modification. All three talk shows were busier with lucrative presentations and gave plenty of room for argument rather than creating a public space. Due to sponsor demand, the host frequently took abrupt commercial breaks during the discussion, completely interfering with the flow of the conversation. It has been observed that both the host and the guests frequently had trouble regaining their flow. Likewise, each of the three syndicated programs ends without coming to an arrangement. This clearly demonstrates that these talk shows prioritize wasting time rather than engaging in productive conversation.

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