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## **Satire in Talk Shows: Pakistan's media pungent approach**

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### **Abstract**

Media is the strongest communication channel and one of key players in making the world as a global village. This industry is more apparent to the world's audience. Pakistan's media has moved quite fast and is trying to beat the international hues of media. Our media is trying to highlight the problems but solutions are quite suppressed and left out in the open. Hence, it leads to more agitation and detained communication leading to despair of the nation. The role of the media is to voice the real information of the world. It is trying to bring a positive change by various forms for better socio-economic conditions in the long run but why one views so much grim in today's media channels, print and radio. In particular, talk shows on Pakistan's different media channels have hyped so much for different topic agendas, which is leading to nowhere. This article will jot out the pros and cons of the media actual purpose behind talk shows. Definitely to answer that is it for increasing rating of the channel, betterment for the society and/or dealing personal grudges against the topic of the show/guests on the show.

**Keywords:** Media, Talk shows, Globalization, Pakistan, Socio-Economic conditions

## **1. Introduction**

In the past decade, the role of media in Pakistan has become more shimmery and loud in the information sphere of routine news and present situations around the world. Media, which includes Journalism, print and TV is imparting headlines and under cover stories that are a part of our country and the world. The channel of media for instance TV has brought tremendous waves of talk shows and forums society. The purpose of these talk shows is to discuss and find out of ways of the issues in the current news and headlines being broadcasted on various news channels. The discussion mostly evident is on politics, socio-economic concerns, society dilemmas and other cultural, entertainment promotion and agendas. Like clutter of advertisements now there is a clutter of talk shows airing on different channels every now and then. TV channels provide other platform for dramas, cooking shows and rage of morning shows, which is all related to entertainment fare that are basically providing entertainment and information of newness in the society. Media is an open door to public awareness on different subjects present in our society today (Hasan, Subhani, & Samo, 2012).

Satire has been witnessed in the Pakistan's media and it has been more obvious through the talk shows and other live shows. Regardless about the topic, scorn is found in the discussion between the host of the show and the guests present. It is believed that media is trying to set off its agitation this way or to set the rating of the show higher by more viewership, counter news in the print media and word of mouth in different galore gatherings. Though satire is an art adopted all over the world and it is a way in which an individual through his/her sarcastic dialogues is presenting his viewpoint to spot the other individuals mistakes and issues.

Why this art of dialogue is more prevalent in our media society today? Are there any repercussions of this staunch mode of media towards the audience? Any positive change for the socio-economic condition of Pakistan by rapid growth of these talks shows? Media seems to be larger than life to the masses and portrays a culture in the society. This paper tenders the specific proposition behind these typical sarcastic talk shows.

## **2. Literature Review**

It's a positive sign that Pakistan's media has the freedom of expression besides abiding by all the international principles of media and country imposed laws. From this viewpoint, satire in talk shows regardless i.e. blunt and sarcastic remarks and discussion about any celebrity, politician, event etc is being practiced in the media and interestingly viewed by the masses/public.

In Pakistan, mostly in one to one discussion people have developed the satire way of talking. Experiencing a political satire is routine as there are loop holes in the political regime of Pakistan and all the reason everyone loves to pass sarcastic and insulting remarks. Due to this reason, the current government of Pakistan imposed a law of cyber crime (to jail the individual on conversing discourteous statement/messages over the mobile phone and even forwarding the same content was barred) there was a rage of insulting and even more statements/remarks about the government of PPP. The people of Pakistan are currently suffering from electricity shutdown, water shortages, less salary, downsizing and much more, which is a true picture of recession period. The landlords are the only class, which is flowing in wealth and the rest classes of the society is just surviving and struggling to live another day. In this age of globalization, Pakistan's media is cashing the current circumstances of the situation and indeed trying to entertain the nation as well as cause to rise in this downturn. Media is big industry, it not only makes the head turns but if a content in floated on the media then the gods sitting in the highest ruling panel have to obey and ascertain betterment for the nation because nothing is perfect in a country like Pakistan and the ruling body is filled with elite corruption. Media basically portrays the truth likewise to gain its own revenue prospects media has increased their talk show programs and added massive satire in their talk shows. Satirists are born in a society like this where competition is aggressive and taken too personally.

One may not be expecting satire to be reported in large, formal and moralistic Pakistani society where nationalist and religious spiritual false details are not attached with the true picture. But the fact is that, you'll find that satire exists universally.

It is not an overstatement to say that many of the TV programs aimed at criticizing or pointing out at serious political issues are embedded in a satirical language and stirred with humor to keep viewers interested in a mix of entertainment and prevailing problems' solution. Such TV shows are becoming more inherent in Pakistan's media, similar characteristics could be found in much of the highly effective western media as well. In their study on the English satire, Coleman, Kuik, and

Zoonen (2009) discusses how contemporary politicians are required to adapt their styles when appearing on talk shows involving comedy. The show “Have I got News for you, a satirical BBC television show” and its counterpart on Dutch TV, “Dit was het Nieuws” News are discussed in which famous politicians are invited and unlike their preparations for speech or journalist interviews, very different preparations are required (Coleman, Kuik, & Zoonen, 2009). These TV programs not only provide entertainment but also awareness to the voters about their leaders. In Pakistan, few of such programs include ‘The Shareef Show’, ‘4 Men Show’, ‘Hasb-e-Haal’, ‘Ham sab Umed se hai’, ‘The Awaain Show’. These shows are lighter versions of the satirical attitude and conversation. TV talk shows such as Aapas ki baat, Pakistan Tonight, Hot Line, Khabar Yeh Hain, News Night with Talat, Aaj Kamran Khan ke Saath, Capital Talk, Front Line etc are talk shows with clear sarcastic, rude and insulting dialect. Pakistan’s media has much more extended catalog of such TV talk shows. The guest on these shows has to give their view points/statements regarding the issue and it’s often seen that such talk shows emit controversial dialogues, which lead to criticism from many fronts (Coleman, Kuik, & Zoonen, 2009).

The Pakistan Media of today is being termed as Media Militancy, which is for the people and by the people, through the democratic way. Now Pakistan is amidst of political war that media is fighting for the country cause as well as seeking its own growth. Serious encounters have been faced by the TV channels, newspapers that people barged into the vicinity and destroyed the place. Another example is media contempt’s an issue and sometimes is called for accountability by the ruling bodies. Yes, media is fearless as it has also faced critical incidents and it knows its power play. This may mislead the viewers and cause more fire to problems than solution. According to Guggenheim, Kwak, and Campbell (2011) issues of satirical programs that may end up creating misunderstanding among viewers regarding the people and the society they live in. Negativity is common because journalists consider negative topics, such as scandals and behaviors that violate typical norms of conduct, to be newsworthy” (Guggenheim, Kwak, & Campbell).

A recent sensitive issue for an airline crash was on all newspaper, TV channels and all sorts of demeaning, realistic, scornful dialogues and arguments were on this accident. It was quite an unfortunate event with shower of avoidable discussions live and recorded on media, which just caught people’s emotions. Media today has to be very vigilant in broadcasting the angles of realities and to what extent sarcastic/rude/illicit dialects can be included to make the show a hit or just to ground the issues, create awareness in the society and generate a positive change for the nation as a whole.

Hmielowski, Holbert, and Lee (2011) found that the content which has offered by media has impressive impact on the guests regardless of topics. In past few years, many of the information burgeoned in amount so much so that to choose one for 9pm information title becomes a frustration. However, massive amount of information that are used to provide dilemma and enjoyment targeted at improving attention regarding different current societies in Pakistan as well as social and governmental concerns.

### **3. Research Methodology**

#### **Description of Data and Econometrical Test**

A set of 1000 respondents from Pakistan were selected on the basis of non-restricted non-probability sampling to get the perceptions via likert scale (Strongly disagreed=1 to strongly agreed=5) on the various constructs of media contributions which include contribution of media in representing society, generating satire, gaining attention, developing force for the good of society and gaining control. One sample t-test has been deployed to investigate the proposition of this paper.

### **4. Findings and Results**

As shown in the table 1 that all the constructs for assessing media contributions towards society are with the high scale of agreement significantly which reflect that media does contribute in representing society, generating satire, gaining attention, in developing force for the good of society and in gaining control on the society. Findings further reveal that media contributes the most in representing society

as the whole while it also generates satire substantially along with gaining attention from society and developing force etc.

**Table 1:** Findings of One sample T-Test

<b>Contribution of media</b>	<b>Comparisons of Mean values and the Test value=4</b>	<b>Significance</b>
In representing Society	4.59>4	0.00
In Generating satire	4.40>4	0.00
In gaining attention	4.33>4	0.00
In developing force for the good of society	4.29>4	0.00
In gaining control	4.11>4	0.00

## 5. Conclusion

Satire is present in every society and it nurtures through the push and pull of different negative movements in societies. Media's satirical act, gestures and language may not kill anyone but it is like a volcano eruption and does create an impact on the society and the policy makers. Media does take this risk to gain attention, control, revenue and power to voice as a nation anything and everything though in the limits of the Laws. Media does goes off the track and that is giving reminder to the judiciary and the government that media covers and uncovers every sort of information, which in other words is a strong notice that Pakistan's media has evidence of the good and bad in the society as the country is run by the government but it's always selected by the people of a nation. It won't be sarcastic to state that Pakistan's media is dominant by virtue and is dwelling where corruption is flaring out in the open as a common practice – the act of deterrence by corruption has mothered media's satirical aptitude to smother the evilness in the society as a token.

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