Satire Shows Portrayed by Television and Political Education

Dr. Umair Nadeem
Individual Researcher
Correspondence: its_umaer@yahoo.com

Hafiz Ejaz Bashir
Senior Reporter,
Associated Press of Pakistan Corporation(APPC)

Shahzad Husain
Individual Researcher

ABSTRACT

This is a dire need of time to promote Communication and political education in a changing information explosive world. For sustainability, social inclusion is one of the core elements. Television provides information regarding current affairs and entertainment. Viewership of television has increased due to Technological advancement. Developments of political satirical shows are an advanced trend. Satire shows presents political information and education in a very funny way. Satire shows provide beauty to the information and education and people also get entertainment along with political education. The following research aims investigating the nexus of satirical programs popularity among the University going students and to explore the influence of those programs in shaping public judgement. Mimicry and satire shows fulfill purpose of education also. University students are the universe of the study is university students. Survey method is used for data collection of students of selected universities

Keywords: *Satirical shows, Political cognizance, Public judgement, Talk show*

Introduction

The satire programs on television commonly consists on parody and mockery of the politicians, these programs are featured for presenting the political education, idea and personality of the leaders. The mimicry and sarcastic demonstration of the politicians is the content of satire programs and through that ironic display these programs are intended to amuse and update the audience in a lighter way about what is the existing situation of the politics and political leaders.

The implicit view about the ironic imitation of the politicians in satire programs is to create a political sense about politicians, their situation and ongoing politics among the viewers. Purpose of this study is also to investigate if comic programs or satire programs are shaping viewers' perception and shrewdness about politicians or not. Young, 2004 & Moy et al., 2005 established though a previous scholarly researches, political satires in comic TV programs form people's opinion about politics and politicians' personality traits. Media is playing the role of watchdog in society.

Van Baaren and associates said Satire is among the considerable feature for social interface as perceived by the Social scientists. The communication supported by satire strengthens the social ties (2004).

Chartrand et al. (2005) regarded satire as a skill of duplication of other's behavior. They contemplate that "Satire is a manifestation of the perception-behavior link at its most fundamental level. It is no more than copying other's observables and requires only the ability to perceive the behavior in the other person and the ability to form the behavior oneself".

Van evaluated the satire of others by the mimicry artists or folks in general in terms of their accent, speech rate, voice tone, and syntax. People hold the talent of imitating the conversations with the similar tone while talking. The principal goal of the study is find the role of imitation of the leaders that exercises political practice that is exercised over using these rudiments. Practically, in political satire programs mimicry artists are hired to facsimile the actions and etiquette of the leading political leaders of Pakistan belonging to different parties. This study is distinctive that it does not focus on the mimicry rather the elements of political satire and its impact. It mainly focuses on how the students of university perceive the political information through satire.

A research analyzed the parody of the both good and bad attributes of others actions and found that satire of the negative actions and behave grabs attention more than the good aspects (Larsen, &Chartrand, 2003; Pratto&Bargh, 1991; Fiske, 1980; Smith, Cacioppo, Vrana & Gross, 2004; Skowronski & Carlston, 1989;). This analyses employ similar in the imitation of the political representatives in political satire programs in the regard that how they are perceived if positively or negatively as per their representation. The argument of the study is also thought-provoking that the iconic and satiric Mimicry has threat towards the politicians and politics. It is presumed that satire in TV programs is interesting for the people and especially for youth to develop their interest towards politics and constructing perceptions about politics critically and realistically; as evaluate to the hard news content and talk shows about political education that are supposed to make them pessimistic conferring to some social scientists. The Mimicry and satire is making them pessimistic towards politics while they were thought to be less interested.

Infotainment Programs and Satire

Fisk, J. & Hartly (1989) established that television shared with comedy act as devoted area that is based on shared information. The communication set in cultural context make it easy for the audience to decode the message and the meaning inside and hence the audience relay on the messages. Comedy is a purposeful element in determining and molding viewers' perception about the leaders and creating political awareness and provide political education among them and this study has a major concern over the fact.

Thussu beheld the notion of infotainment in the words "Infotainment – a neologism which emerged in the late 1980s to become a buzzword, a handy catchall for all that was wrong with contemporary television – refers to an explicit genre-mix of 'information' and 'entertainment' in news and current affairs programming". Lilleker, D.K "the combination of the words information and entertainment,

suggesting a practice of blending together of their presentation within the broadcasting of news and current affairs" (Thussu, D. K. 2007)

The television serious news based programs and talk shows appear at risk due to their repetitive broadcasting. Young generation of the society appears less interested in politics evade from news about political issues as it tells them nothing new. The prescribed landscape of news includes the statements, policies and stance of political leaders which encompass the political discourse in society. Political leaders can be seen regularly in news shows and news coverage for political gains ensuring their benefits. These TV programs are branded as news based current affairs shows eminent from the satire based TV shows discussing politics in comic way. Political satire as the key element of the TV political comic programs is significant for the researchers.

Mindich (2005) professed that late-night television shows with comedy content are the source of information about politics and current affairs for American youth more than the hard news. Pew Research Center carried out a survey in 2000 that discovered about presidential campaign under thirty years 48 percent people rely on night-time talk shows for getting education and awareness. Present study is an endeavor to elucidate the gradual diversion of young people from conventional way of communication for political information and they are interested in satire based political programs; West and Orman (2003). It has given worth to the news programs containing entertainment and information, generally characterized as infotainment now-a-days.

Comedy in comic programs connects the people of the society when come on television. He labels it as a "brief embrace in a threatening world, a moment of unity in a lifetime of fissures a haven against insecurity, a refuge from dissolution, a point of wholeness in a maelstrom of fragmentation, a chance to affirm that you exist and that you matter". Subsequently comedy deconstructs the ideology and exploits cultural semiotics to create resonance with people. He declares that among all the genres, mimicry adds more in establishing a national identity for being interactive to the culture.

Comic content is both inclusive and exclusive like television itself. If it is solely intended to provide amusement to those watching, it invites all the people to participate. Humor and comedy is the derivative of the cultural values and also rely on physical humor to make it pleasurable for numerous audiences.

It is the key focus of this present study, the satire of political leaders and figures in TV comic programs influence or create patterns of perception and education about political issues and leaders; it includes humorous assessment of the stance and policies of political leaders and their parties as contrast to news and talk shows.

Kim and Vishak (2008) described that entertainment media is not operational for acquiring accurate and sensible information with respect to serious news bulletin and talk shows, especially for retaining issue and practical knowledge.

The research conducted in Pakistan about comic political programs discloses regarding entertainment media that facilitates the construction of political perception and increasing awareness more than the hard news and serious TV programs. A citizen must be must have a political perception and information about

the political systems, actors, issues and processes. News media and serious nature news programs are considered to provide the political information.

Theoretical Foundations

"The systematic view of the occurrences through a set of interrelated ideas by specifying relations among the variables is known as a theory that persist explanation and prediction of the phenomenon (Severin & Tankard, 3rd edition, P.24).

Television content is the window through which people view the world. It plays a notable role in making their perceptions. In contemporary world, majority people acquire information and knowledge from this source of mediated communication than direct experience. So, mediated sources influence opinions of public, behaviors and perception. It may shape a sense of viewers and meaning of reality. People perceive the reality and education as represented on television and strive to approach to assent the vision of the world as depicted on TV. They adapt their hopes, fears and compassions consequently.

The corresponding of the people's view with television increase with watching more and this is a cumulative effect of the television. Cultivation theory of media studies describe this effect of media that it cultivates the thoughts; the study supports this research and it is done to prove this effect of media. Television has grown to be the source of the education and information, shared images,knowledge and messages and the repetitive pattern for formulates the mainstream setting. (Gerbner, 1998)

This study is conducted to find out the Impact of Satire shows portrayed by television and political information. Therefore, it is observed that the Cultivation theory will provide the guidelines to address the issues under study.

Heavy and light viewers consume media differently and thus have different effects of re-enactment crime programs on them, cultivation theory explains the farming mechanism of the perceptions and thoughts the in terms of resonance and mainstreaming researcher wants to judge these phenomena's that's why researcher choose cultivation theory for this study.

"The more a person is exposed to a message provided by the media, the more likely that person (heavy viewer) is to believe the message is real." (George Gerbner's Cultivation Theory)

The cultivation theory describes the people's perceptions of reality and how they perceive the world.

Cultivation analysis explains the shaping of perceptions, understandings, and beliefs about the world that people construct after consuming media messages.TV cultivates the world view that although possibly inaccurate become reality.

Cultivation theorists argue that television watching leaves a significant long-term impact on the viewers that are gradual, and indirect but cumulative in nature.

Gerbner and his associates furthered argued that it is not that watching a specific television program bring change in a specific behavior rather watching television in general has a cumulative and pervasive impression on how the viewers see the world,

Gerbner classified people into two groups' i.e.

Heavy viewers that see TV over 4 hours per day. Heavy viewing leads viewers to have similar or homogenous opinions. Light Watchers see TV less than 2 hours per day) Light viewers who tend to have more varied or contradictory opinion.

Research Questions

RQ.1. At what level humorous programs are famous in students?

RQ.2. At what level mimicry programs shape student's judgements?

Hypothesis

H1. At great level mimicry programs are popular among students.

H2. Coverage to mimicry programs will lead public judgement of students to greater influence.

Method and Measures

"Methodology is a research strategy that translates ontological and epistemological principle into guidelines that shows how research is to be conducted". Survey research method will be used.

Survey Method

"Surveys are methods of data collection in which information is gathered through oral or written questioning. Oral questioning is known as interviewing and written questioning is accomplished through questionnaire, which are administered to the respondents by mail or handed to them personally by the researcher in their homes, at work, at school or any other place they are returned to the researcher after completion. These are also known as self-administered or self-completion questionnaire". (Sarantakos, 2005, p.239).

"Questionnaire is a Set of structured, focused questions that employ a self-reporting, paper and pencil format". (Salkind, 2006, p. 311).

Universe

"To define the universe is to specify the boundaries of the content to be considered" (Wimmer & Dominick, 2011, p.145).

The total of university students is the population for this study.

Sample

"A sample is a subset of the population that is representative of the entire population" (Wimmer & Dominick, 2003, p.84).

The present study has taken the sample from the students of the University of Lahore.

Sample Size

The researcher selected a sample of 200 respondents for this study.

Findings

Variable	Frequency	Valid Percentage
University		
Total	200	
100.0		
Gender		
Male	90	
47.5		
Female	110	
52.5		
Total	200	
100.0		
Education		
BS Hons	90	45.5
Master	90	
47.8		
Mphil	20	
6.8		
Total	200	
100.0		
Do You Watch Humorous Shows?		
Yes	143	
71.5		
No	44	
22.0		
Others	13	
.065		
Total	200	
100.0		
Mimicry Programs		
hasb e hal	60	
30		
khabarnak	50	25
hum sub umid se hain	52	
26		
mazaq rat	30	
15		
others	8	4
Total	200	
100.0		

Table 2

Variable	Strongly Agree	Agree	Some Extent	Disagree	Strongly Disagree	Total
1.Interested in Politics	40	60	55	30	15	200(100%)
2. how frequently watch fav Program	40 (20.0%)	55 (27.8%)	61 (30.5%)	31 (15.5%)	13 (6.2%)	200 (100%)

RQ.1. At what level humorous programs are famous in students?

H.1. To greater extent mimicry programs are famous in students.

Humorous programs are famous in students to great extent as it has been supported by the analysis.

Table 3

Correlation Between Watching Mimicry Shows and Popularity of humorous Programs

	Independent Variable	Choose to Watch Humorous Shows compared to Serious Shows	Mimicry Shows support more to learn compare to Serious Shows	Mimicry Shows are the best way to spare time
watching Satirical Shows	Pearson Correlation	.557**	.666**	.598**
	Sig. (2-tailed)	.000	.000	.000
	N	200	200	200

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

RQ.2. At what level mimicry programs shape student's judgements?

H.2.   Coverage to mimicry programs will lead public judgement of students to greater influence.

To watch mimicry shows significant correlation within influence on public judgement (dependent variable); Humorous shows favor to judge issues.

Table 4

Correlation between Watching Mimicry programs and Public judgement

Independent variable		Sardonic shows frame opinion about political parties	Satirical shows favor to making political decision	Mimicry shows help in framing opinion on Public issues
Watch Mimicry shows	Pearson Correlation	.392**	.413**	.425**
	Sig. (2-tailed)	.000	.000	.000
	N	200	200	200

**. Correlation is significant at the 0.01 level

Discussion and Analysis

Satirical programs are thought-provoking regarding political awareness and education among youth and provide information about the political events and activities. Youth like the programs that bring them information and amusement.

References

[1] Bargh, J. A. (1992). The ecology of automaticity: Toward establishing the conditions needed to produce automatic processing effects. American Journal of Psychology, 105(2), 181-199.

[2] Fiske, S. T. (1980). Attention and weight in person perception: The impact of negative and extreme behavior. *Journal of personality and Social Psychology*, *38*(6), 889.

[3] Gerbner, G. (1998). Cultivation analysis: An overview. *Mass communication and society*, *1*(3-4), 175-194.

[4] Mindich, D. T. (2005). Tuned out: Why Americans under 40 don't follow the news. Oxford University Press.

[5] Thussu, D. K. (2007). TheMurdochization'of news? The case of Star TV in India. Media, Culture & Society, 29(4), 593-611.

[6] Lakin, J. L., & Chartrand, T. L. (2005). Exclusion and nonconscious behavioral mimicry. *The social outcast: Ostracism, social exclusion, rejection, and bullying*, 279-295.

[7] Smith, N. K., Cacioppo, J. T., Larsen, J. T., & Chartrand, T. L. (2003). May I have your attention, please: Electrocortical responses to positive and negative stimuli. *Neuropsychologia*, *41*(2), 171-183.

[8] Van Baaren, R. B., Holland, R. W., Kawakami, K., & Van Knippenberg, A. (2004). Mimicry and prosocial behavior. *Psychological science*, *15*(1), 71-74.

[9] Vrana, S. R., & Gross, D. (2004). Reactions to facial expressions: effects of social context and speech anxiety on responses to neutral, anger, and joy expressions. *Biological Psychology*, *66*(1), 63-78.

[10] Young, D. G., &Tisinger, R. M. (2006). Dispelling Late-Night Myths News Consumption among Late-Night Comedy Viewers and the Predictors of Exposure to Various Late-Night Shows. *The Harvard International Journal of Press/Politics*, *11*(3), 113-134.