

Analysis of Diversity in Bengali Television Programmes

A Selected Case Study

By

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Aim of the Paper

- Programme diversity and diversity of users in Television in West Bengal
- Audience's participation and acceptation in the contemporary Bengali TV programme



Bengali TV Channels – At a Glance

Some Features

- The digitalization of production as well as the commercialization of content -made two significant changes...
 - i) it cuts- up the place and function of traditional programme format
 - ii) production of media content now uses more personal, like ‘U’- style (absolute intimation format)
- extended the reach for traditional content but has also provided more touch points to engage with audiences regardless of niche, geography and tastes.

No of Channels

Year	No of Channel s	Television Revenues
1995	04	402 Crores
2000	05	432 Crores
2005	08	542 Crores
2010	22	1360 Crores
2014	55	1730 Crores
2015 (P)	62	1930 Crores

Methodology...

Empirical observations or data were collected in order to answer particular research questions

RQ 1: Is Language/ Dialect or Depiction of Cultural Traits more effective than Storyline of a TV programming ?

RQ2: What are the critical success factors in the contemporary TV programme ?

H1: *The art or study of using language effectively and persuasively designed in TV programme i.e. rhetoric pattern*

H2: *Fairness, openness and straight dealings are the basic format of contemporary Bengali Tv programme*

H3: *District wise programe format help to make more diversified of Bengali TV programme*

Diversity in Bengali News Programme

ABP Ananda : Suman er Songe Koyek Ghanta at 9 pm

The chief editor of the channel Suman Dey selects and presents the best 10 or 12 news features of the day.

Diversity viewpoint

The chief editor selects those news items that are most discussed and shared in the social networking sites, throughout the day. Even he shares those SMS which he has received from the audiences. It reflects the range of audience's participation to select the message design.

Kolkata TV : Banglar Mukh at 7pm

Diversity viewpoint

This programme presents news collected mainly from remote areas and suburbs of West Bengal. It reflects geographical diversity in the presentation of news content



Diversity in Bengali News Programme

ETV News : Amar Bangla at 7pm

This is the first ever initiation to cater the news collect from rural Bengal on the year 2000

Again it supports the plurality of community people from different districts or villages of rural Bengal

24 Ghanta : Aaj Saradin at 10 pm

This programme particularly presents news that mainly covers the city of Kolkata specifically.

It also projects diversity in the domain of news presentation particularly keeping it limited to the city itself.



Content of Diversity in Bengali Entertainment Programme

Zee Bangla : Dadagiri Unlimited
(anchored by Saurav Ganguly, Former Captain, Indian Cricket Team)

At 10 pm to 11 30 pm (3 days in a week)

Quiz show

The contestants are chosen to represent their respective districts in the quiz show. Further those from outside West Bengal are also given the scope to play with the title 'Probashi Bangali'. Here in this show, the pattern of selecting the contestants is diverse signifying geographical as well as cultural diversity from district as well as NRI Bengali community.



Content of Diversity in Bengali Entertainment Programme

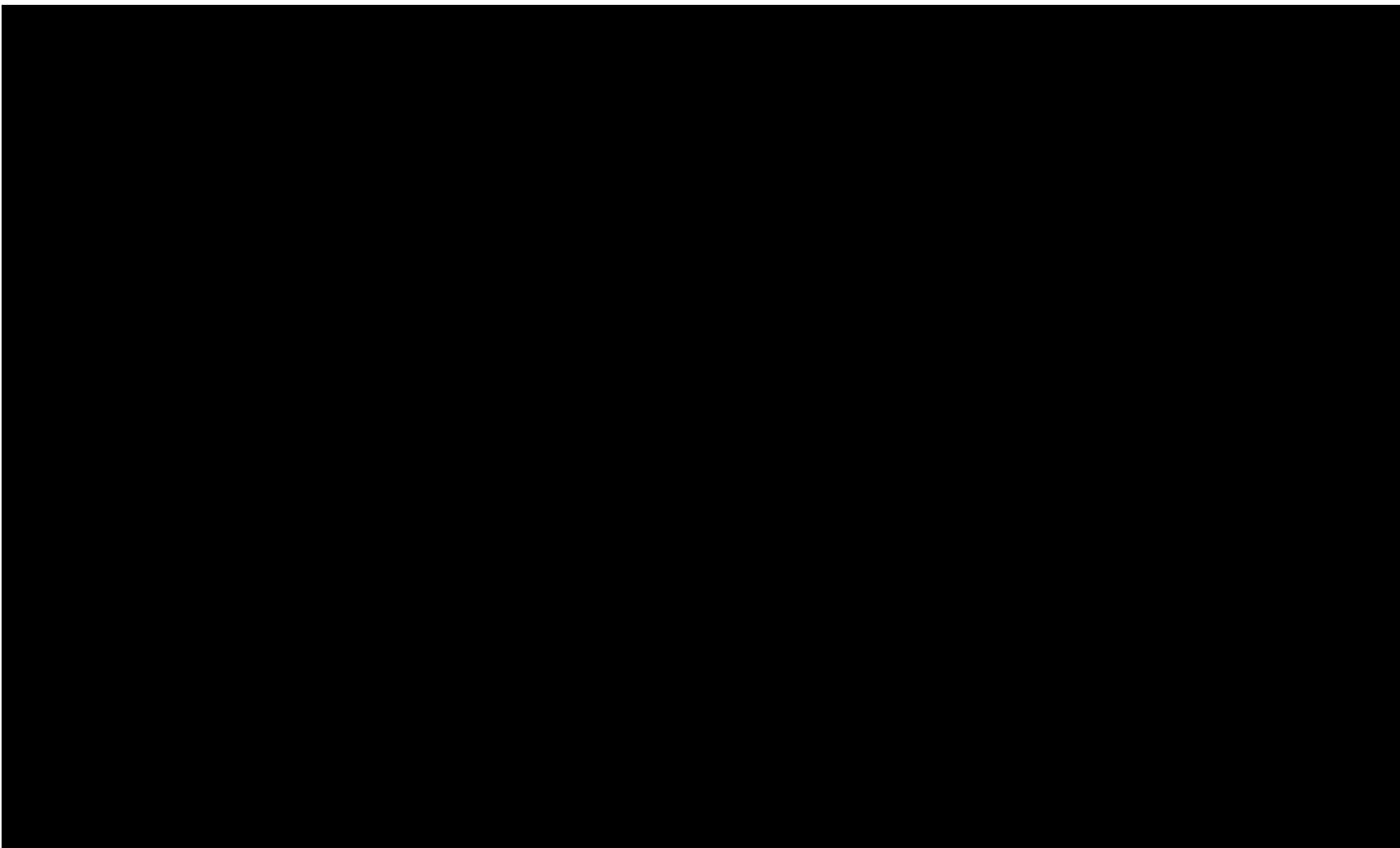
Zee Bangla : SaReGaMa of Zee Bangla

At 10 pm to 11 30 pm (3 days in a week)
basically a talent-search-competition of the budding singers.

An audience belonging to any part of state can explore cultural transformation through this musical show. Participants from different sections or strata of the society get the scope to showcase their talent. Interestingly, participants come from the cross border country Bangladesh can also be seen



SA RE GA MA



Content of Diversity in Bengali Entertainment Programme

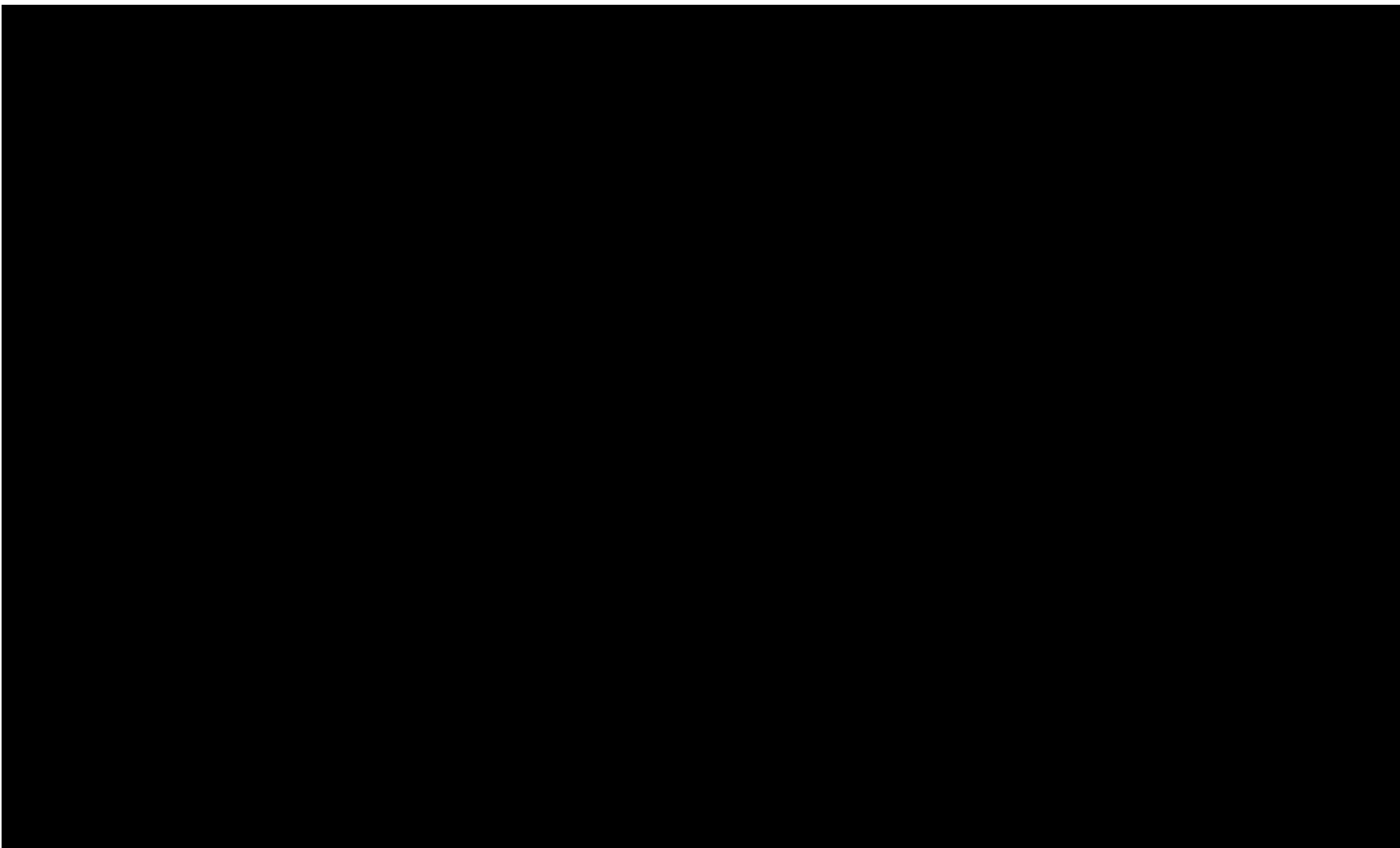
Zee Bangla : Mirakkel – Akkel Challenger at 10 pm to 11 30 pm (3 days in a week)

Reality show presenting a platform for the stand up comedians to showcase their talents

In this show, participants come from different places of West Bengal. We also get to see participants coming from as far as Bangladesh (the Bengali speaking only) as well. Interestingly, the participants deliver mixture in dialect, for instance, those who are coming from across the border has a different dialect and they present their acts in their very own language and they also try to incorporate their culture as much as they can in their acts.



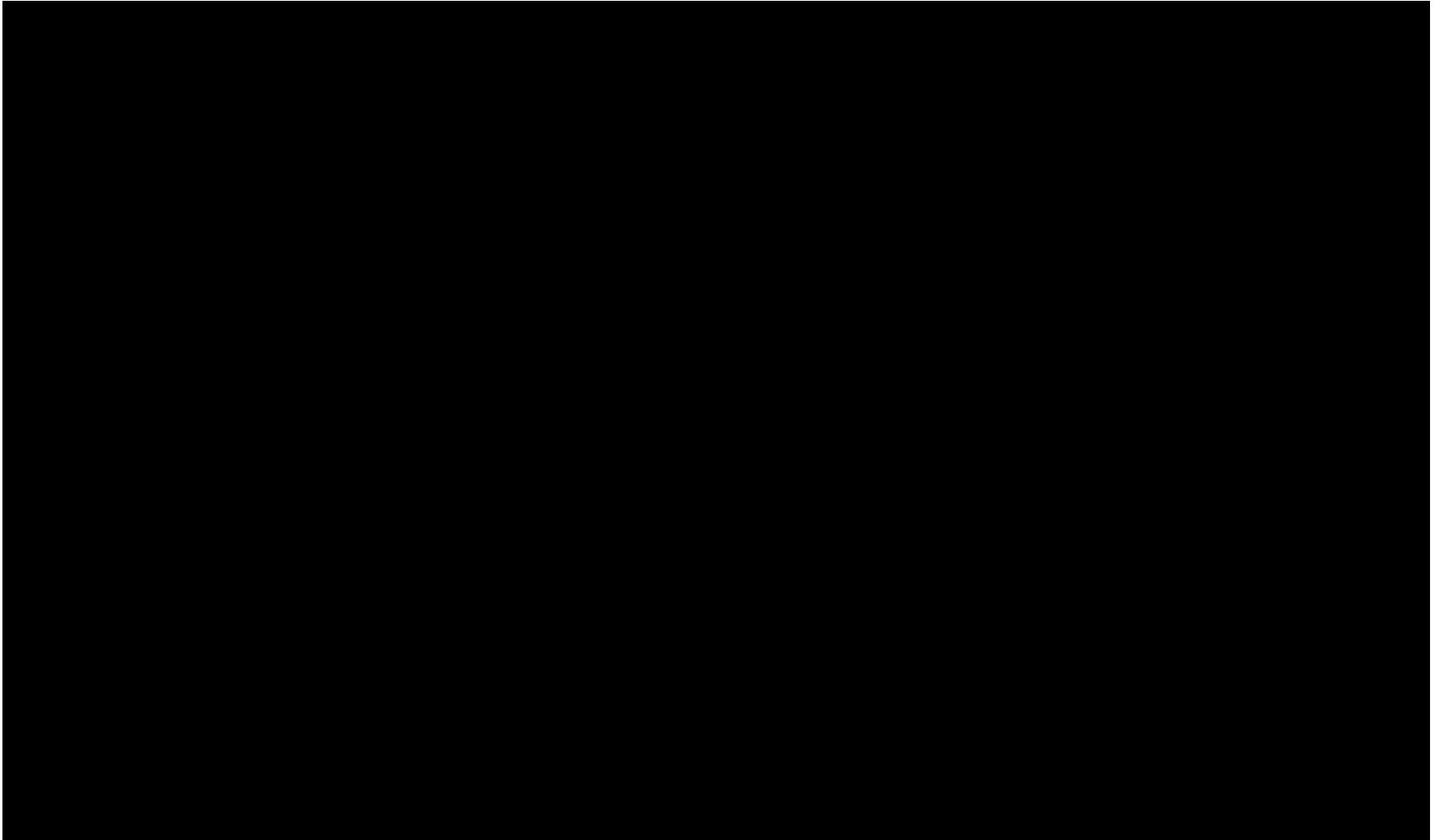
MIRAKKEL



Bengali Television Content

- **Bou Kotha Kou** – Struggle of a village girl to adjust in her in-laws place in an urban set up
- **Ishti Kutum** – Enjoying its 1020 episodes. Story revolving around a girl belonging to Santhal community
- **Jal Nupur** – Story revolves around a girl belonging to fishing community from Orissa village

BENGALI TV SERIALS



Observation

- Considering the news source and the content design, the Bengali news channels have brought in diversification in both these aspects
- Bengali news content covers plurality of community as well as the geographical diversity
- Rojgere Ginni – First ever reality show to complete 1000 episodes in Bengali television; significantly attempted to bring in a transition in the lower middle class people

Findings

- Hypothesis assumed proved to be justified as audiences prefer change over the regular content.
- Apart from the reality based shows, on screen adaptations of literature can also be seen in the Bengali television channels which are widely accepted too.
- Diverse storyline with a mix of twists and turns helps in garnering the maximum TRPs for the television shows

Suggestions

- More ‘niche’ oriented shows need to be introduced by the makers as that can change the dimension of the TV network in Bengal and can prevent it from reaching a stagnation point.
- Globalized television culture needs to be enhanced through diverse content as it is associated with profound cultural identities of the middle class Bengali families.

Acknowledgement

- Professor Biswajit Das, Director of Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi
- Professor Arindam Gupta, Department of Statistics, University of Burdwan, WestBengal
- Mr. Shivam Mukherjee, MA Semester III, Department of Mass Communication, University of Burdwan, WestBengal

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A close-up photograph of a white, rectangular card resting on a light-colored, textured wooden surface. The card is slightly angled. In the center of the card, the words "Thank you." are written in a fluid, cursive script using blue ink. To the right of the card, a black ballpoint pen with a clear barrel and a black grip section lies diagonally. The pen's tip is pointing towards the bottom left, near the card. The background shows the grain and some minor imperfections of the wood.

Thank you.