Impact of TV Talk Shows on Social Development of Bangladesh: Viewers Observations and Inference.

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Abstract: The main aim of the study is to investigate the impact of TV talk shows on social development in Bangladesh. At first, we want to observe the attitude of people regarding the TV talk shows. Second, we want to see the political influence over the TV talk shows. Finally, we analyses how much impact on the people's way of thinking. As sample, we select the people who watch TV talk shows and the students of University of Information Technology & Sciences (UITS). The finding of the study suggested that there is no major impact of TV talk shows on the social development of Bangladesh.

Keywords: TV talk show, Public awareness, impact of TV talk show, Social development.

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I. Introduction

There are more than thirty (30) private channels and two (2) terrestrial state run TV channels in Bangladesh. There are a lots of TV talk show programs in our country. Almost every channel telecast per day one or more TV talk shows. These talk shows basically focused the national and international politics, national and world economy, culture and heritage of Bangladesh as well as world, foreign trade, stock market, cricket, football, entertainment, liberation war and lots of issues that we are everyday facing. The most important talk shows in our country are based on our country's politics as well as world politics. In our research study we will see how these talk shows can develop our society and create value to our society.

The famous TV show In Bangladesh:

Names of the Talk Shows	Channels
Tritiyo Matra	Channel i
BBC Bangladesh Songlap	Channel i
Ei Shomoy	NTV
Our Democracy	RTV
Onno Drishti	ATN Bangla
Ekusher Rat	ETV
Gonotontro Ekhon	Bangla Vision
Round Table	My TV
Ajker Bangladesh	Independent TV
71 Journal	Ekattor TV









II. Literature Review

Researchers found that there are insufficient studies regarding of talk shows in Bangladesh. With the expansion of mass media, talk shows are increasing. Every channel has talk shows in different times. It was difficult for the researchers to find out related studies. In Bangladesh, there are no studies regarding impact of TV Talk shows on social development of Bangladesh. Islam (2012) found that dominant class of the society dominates the talk show and get more space in talk shows. She also found that, during the live talk show, producers avoid the question of the audience which discontents the power class. So, the government is playing a role of overseer on talk shows of Bangla vision channel.

Rameez Ahmed from the University of Punjab found that talk shows are increasing the political awareness and socialization of the viewers. Although respondents have awareness to talk shows they do not participate in the politics. It showed the passive attitudes of the young towards politics. Talk shows of Pakistani TV channels are now an enjoyable battle of two political parties instead of conclusion on different issues or problems and demands from the people. Bilal et al. (2012) consummated a study on talk shows on Pakistani TV. Their objective was to explore the relationship between spoken words and ideology of the talk shows' anchors. They picked up two talk shows from GEO TV. And they found that anchors try to maintain talk shows intentionally by setting agendas. However, Yousuf (2012) said that talk shows are creating political awareness in Pakistan. Researchers showed that Pakistani electronic media is more informative. Talk shows are playing a major role in shaping awareness. The researcher has conducted survey. The study found that, TV viewers watch talk shows regularly and that they consider talk shows to be an informative program. A grand majority (96%) of viewers believed that, talk shows can provide political knowledge and generate awareness to the public.

Kwak et al. (2004) found that, late night talk shows in Canada are a resource for political understanding. They also found the use of late night talk shows were interacting with newspapers. The negative relationship between late night talk show viewing and vote likelihood was most evident among young adults who observed celebrities and entertainment elites trustworthy and convincing. Baumgartner (2006) carried out a study on the Daily Show with Jon Stewart which was telecasted from Monday to Thursday on CTV. It was a fake news program and made fun about politicians. The study showed that, talk show viewers perceive presidential candidates negatively when they were criticized on talk shows. This study also revealed that, the program consists of high conflict brings negative impression of the audience towards politics and politicians.

All these studies make a field for our research. We see that there is lack of research in addition to Bangladeshi talk shows. So, researchers conducted a survey among the TV viewers and Students of UITS especially bachelors' to know the viewers' observations and inference on TV talk shows. The lack of research also justifies this work. It would be a great opportunity to add academic works on talk shows.

Research Objectives:

The main objective of our study is to find out the impact of TV talk shows can contribute our social development?

Under this broader one other objectives are as follows:

- > To find out TV talk shows are productive to the audience?
- To find out TV talk shows are politically biased?
- ➤ To find out TV talk shows are create the social awareness?
- To find out the audience perceptions regarding this talk shows.

Research Questionnaire:

We analysis our study on the basis of following questionnaire:

- Compared to other TV programs talk show is more popular.
- The TV talk show telecast on televisions is informative for you.
- The guests are same over the channel.
- The guests provide the same information to all talk shows.
- > The discussion is related to current affairs.
- Their discussion is always related to the "talk show title"
- > The most positive issues of talk shows are Cultural program, Infrastructural development, education etc in Bangladesh.
- Participants carry the positive messages to the audience about the positive issues.
- ➤ The most critical issues of TV talk shows are Political leaders, Political activities.
- Majority of the participants are influenced by the politics.
- The discussion is fruitful to solve the problem.
- Participants try to defend areas of interest (personal) only.
- These talk shows have a positive impact to the economic growth of Bangladesh.
- > These talk shows have a positive impact in foreign investment.
- After watching the talk show viewers feel that Bangladesh political, socio economical and overall condition is good.
- It is a great source to positively represent Bangladesh around the world.
- These talk shows are capable to provide sufficient information to the stakeholder.
- It helps the political leaders to take decision about the critical issues.

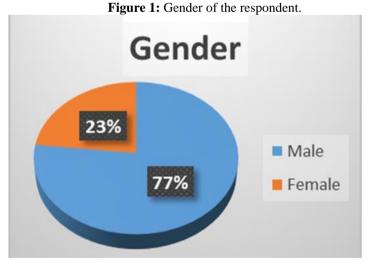
Sources of Data:

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and contains 28 close -ended questions. Data was also collected through: Informal interviews with TV talk shows experts and Business Studies Dept. BBA students of UITS. Secondary sources included books, websites and articles on TV talk shows. Population all UITS Students (Approximate 5000 students). Purposive sampling technique was used to select specific students who watch TV Talk shows regularly, at times and irregularly. Sample Size was 50 Students.

Data Analysis Techniques:

Data was coded in Ms. Excel has been used to analyze data and different graphs are used to make presentable the research results (Findings).

III. Analysis And Findings:



Out of 50 respondents 11(23%) were female and 39(77%) were male. It shows that many of people were interviewed for this research. The data is presented in the above chart:

Age Group 20-30 **31-40** 86% Above 50

Figure 2: Age of the respondent:

From the above graph, it is shown that 4% people are 31-40 years; % people are 41-50 years, 5% above 50 years. So, in our research it is shown that 86 % people are 20-30 years i.e young are the major participants in our research.

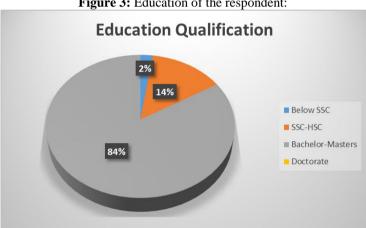


Figure 3: Education of the respondent:

From the above graph, it is shown that 2% people belongs to below SSC, 14% people belongs to SSC-HSC. No doctorate level respondents participant here. And, 84% people are Bachelor-Masters. Basically, Bachelor-Masters level students are main participant for our research.

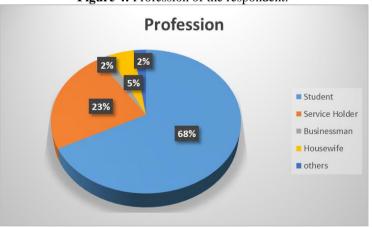


Figure 4: Profession of the respondent:

From the above graph, it is shown that 23% people are service holder, 5% people are housewife, 2% people are businessman, 2% are belongs to other category profession category. So, 68% people are belongs to students category. So, students are the main respondent for this research.

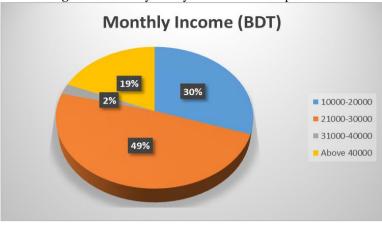


Figure 5: Monthly family income of the respondent:

From the above graph, it is shown that 30% people income range is 10000-20000, 49% people income range is 21000-30000, 2% people income range is 31000-40000, and 19 % people income range is above 40000.



Figure 6: Do you watch TV talk shows in Bangladeshi TV Channels?

From the above graph, it is shown that out of the 50 respondents there are 93% people watch TV talk shows in Bangladeshi TV Channels and 7 % people don't watch TV talk shows in Bangladeshi TV Channels.

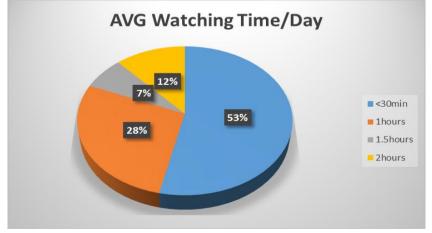


Figure 7: The average time that the respondents spend in watching TV talk show per day

From the above graph, it is shown that 7% people spend in watching TV talk show per day is 1.5 hours, 12% spend in watching TV talk show per day is 2 hours, 28% spend in watching TV talk show per day is 1 hour and 53% people spend in watching TV talk show per day is more than 30 minutes. That is majority people watch less than 30 minutes TV talk show.

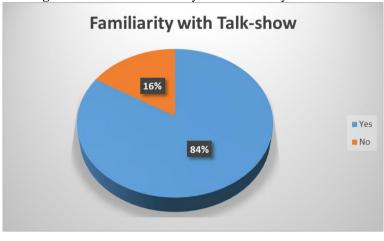


Figure 8: TV talk show is very well known to you- Yes/ No

From the above graph, it is shown that out of 50 respondent 84 % people are very well known to the talk show and 16 % people are not very well known to the talk show.

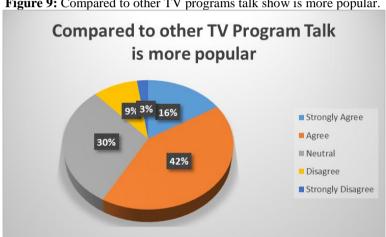


Figure 9: Compared to other TV programs talk show is more popular.

From the above graph, it is shown that 16 % people strongly agree that TV talk show is more popular than other TV program, 30% people are neutral that TV talk show is more popular than other TV program,9% people disagree that TV talk show is more popular than other TV program, 3% people strongly disagree that TV talk show is more popular than other TV program and 42% people agree that TV talk show is more popular than other TV program.

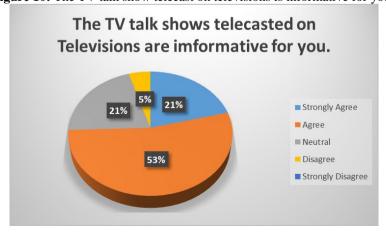


Figure 10: The TV talk show telecast on televisions is informative for you.

From the above graph, it is shown that 21% people strongly agree that TV talk show telecast on televisions is informative for the viewers, 53% people agree TV talk show telecast on televisions is informative for the viewers, 21% people neutral that TV talk show telecast on televisions is informative for the viewers, 5% people are disagree that TV talk show telecast on televisions is informative for the viewers, 0% people are strongly disagree that TV talk show telecast on televisions is informative for the viewers.

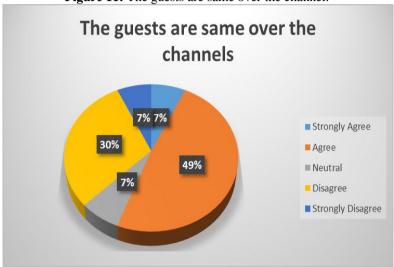


Figure 11: The guests are same over the channel.

From the above graph, it is shown that 7% people are strongly agree that the guests are same over the channel, 49% people are agree that the guests are same over the channel, 7% people are neutral that the guests are same over the channel, 30 % people disagree that the guests are same over the channel, 7% people are strongly disagree that the guests are same over the channel.

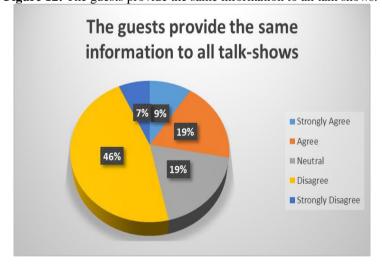


Figure 12: The guests provide the same information to all talk shows.

From the above graph, it is shown that 9% people are strongly agreed that the guests provide the same information to all talk shows, 19% people agreed that the guests provide the same information to all talk shows, 19% people are neutral that the guests provide the same information to all talk shows, 46% people are disagree that the guests provide the same information to all talk shows, 7% people are strongly disagree that the guests provide the same information to all talk shows.

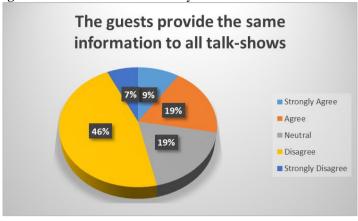


Figure 13: Their discussion is always related to the "talk show title"

From the above graph, it is shown that 9% people are strongly agree that their discussion is always related to the "talk show title", 19% people are agree that that their discussion is always related to the "talk show title", 46% people are disagree that that their discussion is always related to the "talk show title", 46% people are disagree that that their discussion is always related to the "talk show title", 7% people are strongly disagree that their discussion is always related to the "talk show title".

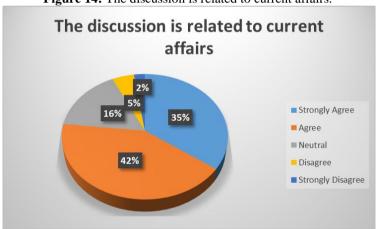


Figure 14: The discussion is related to current affairs.

From the above graph, it is shown that 35% people are strongly agree that the discussion of talk show is related to current affairs,42% people are agreed that the discussion of talk show is related to current affairs, 16% people are neutral that the discussion of talk show is related to current affairs,5% people are disagree the discussion of talk show is related to current affairs,2% people are strongly disagree the discussion of talk show is related to current affairs.

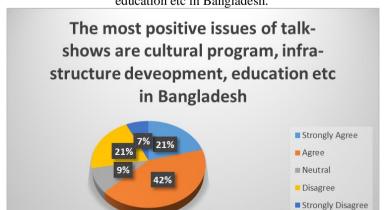


Figure 15: The most positive issues of talk shows are - Cultural program, Infrastructural development, education etc in Bangladesh.

From the above graph, it is shown that 21 % people strongly agree that the most positive issues of talk shows are - Cultural program, Infrastructural development, education etc in Bangladesh, 42 % people agree that the most positive issues of talk shows are - Cultural program, Infrastructural development, education etc in Bangladesh, 9 % people neutral that the most positive issues of talk shows are - Cultural program, Infrastructural development, education etc in Bangladesh,21 % people disagree that the most positive issues of talk shows are - Cultural program, Infrastructural development, education etc in Bangladesh, 7% % people strongly disagree that the most positive issues of talk shows are - Cultural program, Infrastructural development, education etc in Bangladesh,

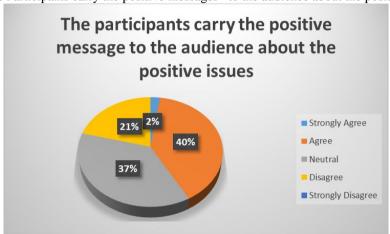


Figure 16: Participants carry the positive messages to the audience about the positive issues.

From the above graph, it is shown that 2% people are strongly agree that participants carry the positive messages to the audience about the positive issues, 40% people are agree that participants carry the positive messages to the audience about the positive issues, 37% people are neutral that participants carry the positive messages to the audience about the positive issues, 21% people are disagree that participants carry the positive messages to the audience about the positive issues, 0% people are strongly disagree that participants carry the positive messages to the audience about the positive issues.

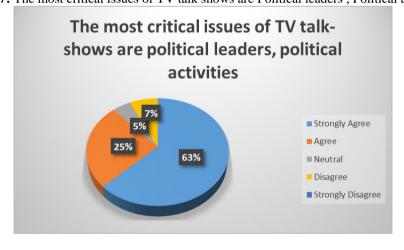


Figure 17: The most critical issues of TV talk shows are Political leaders, Political activities,

From the above graph, it is shown that 63% people strongly agree that the most critical issues of TV talk shows are Political leaders, Political activities, 25% people agree that the most critical issues of TV talk shows are Political leaders, Political activities, 5% people neutral that the most critical issues of TV talk shows are Political leaders, Political activities, 7% people disagree that the most critical issues of TV talk shows are Political leaders, Political activities. No people are strongly disagree that the most critical issues of TV talk shows are Political leaders, Political activities.

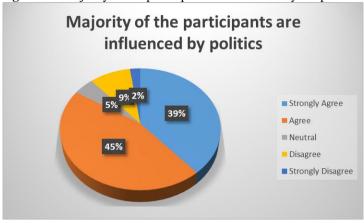


Figure 18: Majority of the participants is influenced by the politics.

From the above graph, it is shown that 39 % people are strongly agree that majority of the participants is influenced by the politics, 45% people are agree that majority of the participants is influenced by the politics, 5 % people are that majority of the participants is influenced by the politics, 9 % people are disagree that majority of the participants is influenced by the politics, 2 % people strongly disagree that majority of the participants is influenced by the politics.

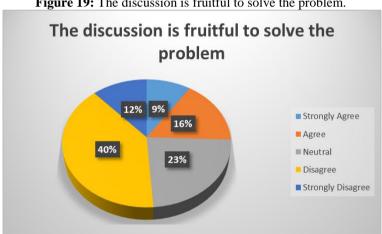


Figure 19: The discussion is fruitful to solve the problem.

From the above graph, it is shown that 9% people are strongly agree that the discussion is fruitful to solve the problem, 16% people are agree that the discussion is fruitful to solve the problem, 23% people are neutral that the discussion is fruitful to solve the problem, 40% people are disagree that the discussion is fruitful to solve the problem, 12% people are strongly disagree that the discussion is fruitful to solve the problem.

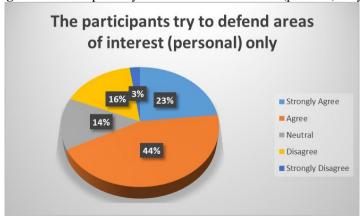


Figure 20: Participants try to defend areas of interest (personal) only.

From the above graph, it is shown that 23% people are strongly agree that the participants try to defend areas of interest (personal) only, 44% people are agree that the participants try to defend areas of interest (personal) only, 14% people are neutral that the participants try to defend areas of interest (personal) only, 16% people are disagree that the participants try to defend areas of interest (personal) only,3% people are strongly disagree that the participants try to defend areas of interest (personal) only.

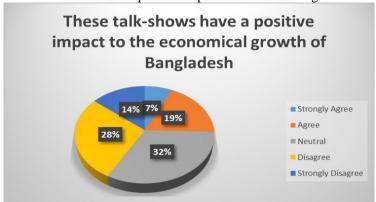


Figure 21: These talk shows have a positive impact to the economic growth of Bangladesh.

From the above graph, it is shown that 7% people are strongly agree that these talk shows have a positive impact to the economic growth of Bangladesh, 19% people are agree that these talk shows have a positive impact to the economic growth of Bangladesh, 32% people are neutral that these talk shows have a positive impact to the economic growth of Bangladesh, 28% people are disagree that these talk shows have a positive impact to the economic growth of Bangladesh, 14% people are strongly disagree that these talk shows have a positive impact to the economic growth of Bangladesh.

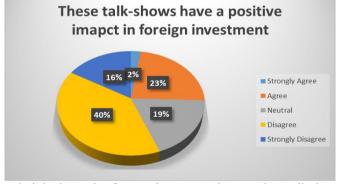


Figure 22: These talk shows have a positive impact in foreign investment.

From the above graph, it is shown that 2% people are strongly agree these talk shows have a positive impact in foreign investment, 23% people are agree these talk shows have a positive impact in foreign investment, 19% people are neutral these talk shows have a positive impact in foreign investment, 40% people are disagree these talk shows have a positive impact in foreign investment, 16% people are strongly disagree these talk shows have a positive impact in foreign investment.



Figure 23: After watching the talk show viewers fell that Bangladesh political, socio economical and overall condition is good

NeutralDisagreeStrongly Disagree

From the above graph, it is shown that 3% people are strongly agree that after watching the talk show viewers fell that Bangladesh political, socio economical and overall condition is good, 9% people are agree that after watching the talk show viewers fell that Bangladesh political, socio economical and overall condition is good, 23% people are neutral that after watching the talk show viewers fell that Bangladesh political, socio economical and overall condition is good, 42% people are disagree that after watching the talk show viewers fell that Bangladesh political, socio economical and overall condition is good, 23% people are strongly disagree that after watching the talk show viewers fell that Bangladesh political, socio economical and overall condition is good.

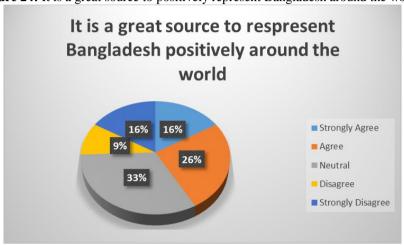


Figure 24: It is a great source to positively represent Bangladesh around the world.

From the above graph, it is shown that 16% people are strongly agree that it is a great source to positively represent Bangladesh around the world, 26% people are agree that it is a great source to positively represent Bangladesh around the world, 33% people are neutral that it is a great source to positively represent Bangladesh around the world, 9% people are disagree that it is a great source to positively represent Bangladesh around the world, 16% people are strongly disagree that it is a great source to positively represent Bangladesh around the world.

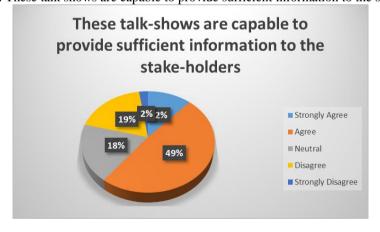


Figure 25: These talk shows are capable to provide sufficient information to the stakeholder

From the above graph, it is shown that 12% strongly agree these talk shows are capable to provide sufficient information to the stakeholder, 49% agree these talk shows are capable to provide sufficient information to the stakeholder, 18% neutral these talk shows are capable to provide sufficient information to the stakeholder, 19% disagree these talk shows are capable to provide sufficient information to the stakeholder, 2% strongly disagree these talk shows are capable to provide sufficient information to the stakeholder.

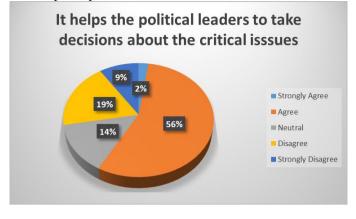


Figure 26: It helps the political leaders to take decision about the critical issues.

From the above graph, it is shown that 2% people are strongly agree that it helps the political leaders to take decision about the critical issues, 56% people are agree that it helps the political leaders to take decision about the critical issues, 14% people are neutral that it helps the political leaders to take decision about the critical issues, 19% people are disagree that it helps the political leaders to take decision about the critical issues, 9% people are strongly disagree that it helps the political leaders to take decision about the critical issues.

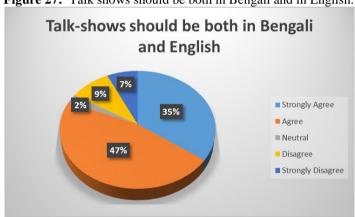


Figure 27: Talk shows should be both in Bengali and in English.

From the above graph, it is shown that 35% people are strongly agree that talk shows should be both in Bengali and in English, 47% people are agree that talk shows should be both in Bengali and in English, 2% people are neutral that talk shows should be both in Bengali and in English, 9% people are disagree that talk shows should be both in Bengali and in English, 7% people are strongly disagree that talk shows should be both in Bengali and in English.

Figure 28: Summary of the descriptive statistics and findings

IV. Recommendations Of The Study

After analyzing all relevant data and information and from the research results the following recommendations are necessary:

- 1) It is very good sign that 43 people (86%), (from 50) are watching TV talk shows that people age are 20-30 years. This number should be increased by arranging more productive and fruitful talk shows which are much needed to protect public interest and will be able to make an effective platform of communication between policy makers and mass people.
- 2) It should recommend that the higher income earning people should more watch TV talk show.
- 3) It is good sign that 93% people watch Bangladesh TV talk shows. So that channel authority should concentrate the quality and development of these talk shows.
- 4) Since, people watch TV talk show so that guests should discuss only their talk show title.
- 5) Talk shows must provide the solution how to solve the current problem.
- 6) Talk shows must provide the positive of Bangladesh because it is one kind of branding of Bangladesh.

- 7) Talk shows not only focus our political issues but also it should focus another issues like-economic growth (GDP), education, women empowerment, rural development, poverty reduction, democracy of the country, cricket etc.
- 8) Participants should not biased by the political party.
- 9) Most of the talk shows are not fruitful but it should be improved.
- 10) Talk shows should be Bangla and English.

V. Conclusion

This research study aims at analyzing the impact of TV talk shows to the social development of Bangladesh. At our present scenario, there are lots of question raised about its objectivity, equity, responsibility, contribution, biasness, justice, corruption etc. The basic purpose of television is to spread the reality to the audience and if it is talk show then it has to be denoted as unproductive our society that was our research finding.

VI. Limitations Of The Study

Despite our sincere effort to keep flawless in our survey, some limitations cannot be lined out like, it is not possible to verify to what extent samples are representative. And if someone might have not expressed his/her heartfelt opinion, the same is also beyond scrutiny. However, we have made our sincere most endeavors to select in a neutral and proper way.

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