

More on Televised Media Less in Power: A Case Study of Women Participation in Prime Time Satiric Shows on Dunya TV

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Abstract

Woman is considered as a sign of attraction in the media. Most the spaces of media are filled by placing the women there. The paper will focus that these spaces are just filled by women just to entertain audience. This paper will focus how the women are represented in satiric shows of Pakistan televised media. It is perceived that the role of women in satiric shows is just as laughter, they are given the place in the satiric show just to fulfill the duty of laughter to entertain the audience. The paper will analyze the who controls the program, what is the role of women in these programs, how much time a women participate in the discussion, and also whether the dummy character presented in these satiric shows are either male or female. This research being carried out to analyze the image and portrayal of women that is being presented in the satiric shows of Pakistan. Content analysis has been used as a research design to measure that how much coverage was given to women in the program.

Key Words: Satiric show, Television, Women Objectification, Pakistani Media

Introduction

The word satire is taken from the Latin word which is specifically used for critiquing the attitudes, acts and behaviors of people in a humorous way. Different scholars explained it differently, Fletcher, who wrote many books on satire call it “verbal aggression”. With the passage of time, the meaning of this word rephrased, now it is used in the meaning of humor or specifically criticizing any individual. It has irony, critique and implicit characteristics which are portrayed in oral or verbal way (LeBoeuf, M. 2007). Subhani et al. (2012) with the passage of time, the media of Pakistan improving their standards. The broadcasting industry promoting the trends of news and views in different genres such as news stories, documentaries or by conducting healthy debates in satirical talk shows.

There is great existence of satire in our everyday lives. People use it in different forums with different forms in a society and with the advancement of media and globalization, the satire get more place in media where most of the programs are designed in a shape that criticize the government policies and politicians in a humorous way. These satiric roles have great effects on the audience and policy makers (Osman and Subhani, 2012).

Satirical approach includes in literature, stories, dramas and the art of every culture. In Pakistani society, different satirical genres entertained the community through films and theaters which were performed by many of the stars, stage artists, actors and comedians. It was 1980, when the first televised series of satiric programs named “Fifty-Fifty” was on aired by state owned broadcasting channel which grabbed the attention of the viewers. This serial appreciated by many of the critics and considered as a developer of pop-culture in this region.

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After the emergence of private media industry, many of Pakistani channels launched different satirical programs such as Khabar-naak, Hum Sub Umeed se Hain etc.

In Pakistan satiric shows are getting more popularity and almost all the mainstream news media channels are having these satiric shows. Earlier there were two popular shows Has-be-Haal and Khabar-naak but now the list is going very long, almost every channels have satiric show at 11 pm. normally, these shows have one host, who seems to be well knowledgeable person, and two or three stage actors who are normally popular due to their stage performance. These stage actors normally entertain the people by their line and innocent sentences. In all these show there is a woman which is necessary part of it. Normally this woman is involved in news reading or laughing. The role of women is very important in our study; our paper will focus more on the women who are necessary part of these shows.

Hasb-e-Haal is a political satiric show which is launched by Dunya News at January, 2009. This show having great humor and comedy which is performed by Sohail Ahmed with parodies of politicians, actors and artists etc. while the host Junaid Saleem and Najia raise different issues during the program. This show was firstly hosted by Aftab Ahmad but after leaving Aftab, Junaid Saleem replaced as a host.

The study will be having more concerned that women are shown more on television but in what role they are being portrayed how much power in a program they have, their role is secondary or primary. These entire questions will be addressed in this paper. Our first issue will start who starts the program. Starting is not so important but most important is who initiates the issue in the program and then how much time is taken by female to participate in the discussion. Do females are involved in these shows only reading some emails or some news or they take part in healthy discussion?

Literature Review

This chapter provides the literature review of my studies and gives us an understanding to get an overview of previous studies which have done on the role of women on media. Huda and Ali (2015) examined the representation of women on media. The researcher used survey technique to analyze the biased attitudes which are portrayed by media towards women. The researcher concluded that women on media are objectified and portray as sexual harassment, weaker than men and corrupt. These attitudes are not only applied in showbiz sector but also on workplaces where women are stereotyped and harassed. Center for UKs (2005) conducted a research in collaboration with American Think Tank on the role of women in media industry of Pakistan. The research drew attention on different barriers which are faced by women journalists. It was analyzed that women are victimized and harassed. They are enforced to present themselves in sexual attractive manner. Lot of other issues were observed where unequal distribution of news beats, stereotyping in advertisements, unsupportive conditions at workplaces and degrading women in media industry were highlighted. It was also seen that these roles of women are also cultivated by the media which have great negative effects on women audiences.

Iqbal et al, (2009) discoursed the condition of women journalism in Pakistan by selecting the contents from print media. It was noted that with the invention of new media and globalization, the media in our country are improving their standards. Now, females are studying in coeducation and working with men in every field of life. Women are actively participating in journalism, writing different articles in English and Urdu newspapers and magazines but their percentage of participation is very low because of conservative ideologies. The result of this study concluded that due to underdeveloped and multicultural based country, females have to face lot of troubles than of males.

Patowary (2014) investigated the women treatment in Indian Television. It was observed that women in Indian television are prejudice, stereotype and harass and not

encouraged to be the part of mass media. That is what, this issue has been taken very seriously from many of national and international feminist writers. The women are stereotyped and degraded politically, treated as a gender discrimination manner in Indian TV commercials. They are used as a product of enlightenment which are just bought and sold (Dwivedi, 2014).

Byerly (2013) drawn an analysis on the position of females in United States' Media. It was judged that men got more space and time in main stream newspapers, radio and TV headlines than of women. During this campaign, only 25% females become the part of Sunday Talk Radio program while 75% guests were from males' category. In social media, the main writings of women were related to food, fashion and entertainment than of politics. This research resulted that women are stereotype because of their race, ethnicity and gender differences. A survey designed for understanding the overall representation and role of women in journalism. The sample of this study was taken from 522 international media organizations of 59 European states. Overall results showed that only 33% females are presented in media with different roles. They are more preferred in electronic media as a broadcaster, news reader, host, political or development analysts than of producer or designers. However, this study is related to the role of women in different comedy programs. Hifsa and Hazir (2014) discussed the representation of females in Pakistani advertisings. Researchers identified the treatment of women by following qualitative method. In this critical discourse analysis, it was seen that women represented as a sexual object where media mainly focus on the soft body parts of females than of overall bodies. Another research was drawn on the treatment of women in Advertising by using content analysis research technique. Writer selected a sample of 226 advertising from three channels. It was proved that the more of women roles are stereotyped and present sexual orientation in comparison to men. It was also argued that with the emergence of globalization, moderation and new media, the gap between both genders are is becoming smaller in advertising (Shrikhande, 2003). Roshen and Pervez (2010) emphasize on the harmful and fatality roles which are portrayed in electronic Media. The writer especially focuses on violent against women. The population is selected from 5 PTV drama serials of 3 months. Signorelli Model is used to categorize the programs and their roles. The results indicate that 22.83% acts are directly related to men's violence against women. A critical discourse is done to observe the stereotypical attitudes on most significant television shows by following feminist theory. It is indicated that many stereotypical characters towards males and females are applied for promoting humors in different television shows. During these programs, men are portrayed as emotionless while women are treated as more emotional. Female part is more stereotyped than of males.

Dutt (2014) empirically investigated the portrayal of women in the Hollywood. She selected top three films of the years for justifying women characters. The results of this study convey that women have freedom and not dependent to others, presenting as a leader. A workshop conducted by the entertainers and educationists from the west in August, 2011 in Canada. This forum focused on three elements where historical, theoretical and practical approaches were significant. A consensus constructed by many scholars was that women in this scenario are showed in sexual orientation, roles of laughers, promotion of satiric acts and dark humors.

A study was designed by Salinas (2015) on the treatment of women in media. It was discussed that gender equality can be achieved by modifying the social standards of society. It was also noticed that women are sexually harassed and stereotype in media where gender inequality is at its peak. Another paper was designed to understand the U.S women objectification on media. It was viewed that the women are not as the media portray them. The study followed both qualitative and qualitative method for inquiring the impact of pictures which highly objectify the women at lower and higher levels. The study showed that

women are presented as sexual objects, stereotype and harass, promoting fashion and cosmetic surgery trends in society. Great change seen in the behavior of those women who give more time to consume these media outlets (Berberick 2010).

Sharda (2014) carried out work on the promotion of gender inequality by mass media. It was described that media are biased in sensitizing the issues, giving more importance to economic and political issues while ignoring the social issues. Media do not give priority to promote women issues and gender equality. Promotion of women as sexual object, comedian and laughter acts are common in media while unequal distribution of power, raising gender issues, rapes and sexual harassment not get place in media for overcoming the gap. Erzurum, (2013) conducted a discourse analysis to understand the treatment of females in prime time news of Turkish TV. Four channels with equal universe were chosen for the evaluation of hypothesis. The findings approved that women are promoting sexual orientations and styles during live broadcasting of news for attractive looking and grabbing the attention of more audience than of just reading the news and informing about the new developments.

Ali et al. (2012) checked the slant of food and non-food advertisements on TV by using content analysis technique. Statistic showed that both types of commercials having great biasedness. Males having hegemony and impassioned attitudes in food ads while appearance of females is high in non-food ads. A survey was designed to know the perception of public towards Pakistani Advertising. Questioner was constructed to understand the views of respondents. It was reported that with the advancements of moderate and innovative trends in media, the respect of women is directly attacked by treating women as sexual objects (Shahwar, D. 2013).

Hypothesis

In satiric shows men are given more superior role and women are given just a role of filler.

Research Methodology

In this study technique of content analysis is used to measure how much time in a satiric package is given to male and female. In these shows the control of program is in the hand of male. Male normally initiate the topic and women have less participation in these topics.

Population

Population consisted of Pakistani Urdu television news channels, which are running satiric shows in prime time.

Sample

In sample, only Dunya News was selected. Dunya news was selected because of convenient sampling. The program Hasb e Hall was selected because it is considered to be the oldest show among the satiric shows. Firstly, it was hosted by Aftab Iqbal and now being hosted by Junaid Saleem. Seven programs were selected because of the shortage of time.

Data Analysis

Quantitative analysis technique has been used. Speaking phrase is measured in seconds, how much time a woman takes in reading news or email and how much time she spends in participating in debating topics.

Data Presentation

The quantitative data will be presented in the form of graphs, tables and descriptive forms.

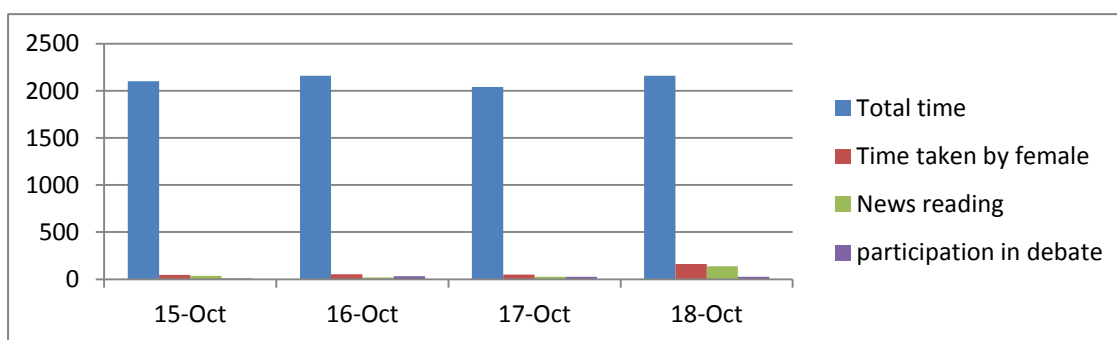
Indicators

- Who starts program. It means the person who starts the program and also does the closing. This role is very important in satiric shows because the person who normally

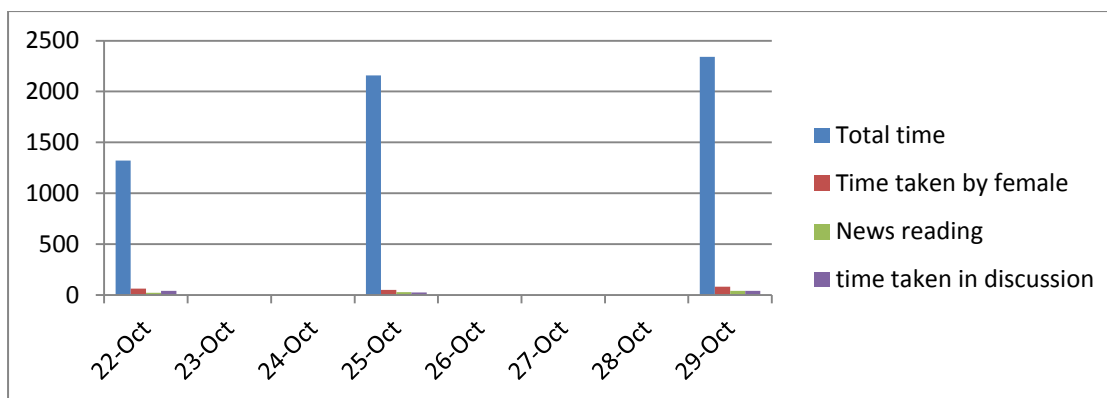
starts the program also starts the discussion. So it will be determined whether female takes the initiative or male is in front.

- Who raises or initiate issues. Normally in satiric show after every commercial brakes the new issues are initiated, so it will be important to know that whether female initiate the issues or male does the job.
- Total time taken by female to participate in the program. Time taken means the number of seconds' women speaks during the program.
- Time taken by female to read news or e mail. In these satiric shows the most prominent role which is given to women is reading news or reading e mail about program. So here we will see out of total time which a women spoke how much she was engaged in just reading news or e mail.
- Time taken by female to participate in discussion. In these satiric shows the most important segment is discussion about some serious political or social issue. Here we will count the number of minutes or seconds which women took to participate in such discussion. This indicator is very important because if some lady takes healthy participation in such discussion then it means here role is not as filler or secondary.
- How much dummy character in the program and either they are dummy of male or female? Normally these satiric shows are filed with some dummy characters, which are normally politicians. So here we will discuss how much female character is represented in these satiric shows.

Date	Total time of the program	How much time female speaks	News reading	Participation in discussion
5-oct	35 Minute or 2100 seconds	45 seconds	35 seconds	10 seconds
16-oct	36 Minute or 2160 seconds	54 seconds	21 seconds	33 seconds
17-oct	34 Minutes or 2040 seconds	51 seconds	26 seconds	25 seconds
18-oct	36 Minute or 2160 seconds	162 seconds	137 seconds	25 seconds



Date	Total time of the program	How much time female speaks	News reading	Participation in discussion
22-oct	22 Minute or 1320 seconds	62 seconds	22 seconds	40 seconds
25-oct	36 Minute or 2160 seconds	50 seconds	27 seconds	23 seconds
29-oct	39 Minutes or 2340 seconds	80 seconds	41 seconds	39 seconds



Discussion

This statistic of these tables indicate how much time female speak in reading the news or emails and in participating in other discussions during the program. Analysis reveals that at 15th of October, total time of the program is almost 35 minutes where female participate only 45 seconds of the whole program. She gives 35 seconds to news reading while her participation in other discussions is only 10 seconds. October, 16th program is broadcasted 36 minutes where female speak only 54 seconds. 21 seconds are given to email and news reading while 33 seconds are devoted to other discussions. in October 17th episode, in 34 minutes and 20 seconds program, only 52 seconds are given to Najia where she spends 26 seconds in reading news and in 25 seconds, she participates in other discussion. The total length of October, 18th program is 36 minutes where 162 seconds are given to female in which she spends 137 seconds in reading news and email while her involvement in the program is only 25 seconds.

The total length of October, 22nd program is almost 22 minutes where only a minute is given to female. At October, 25th, 35 minute's program is broadcasted while only 50 seconds are given to female. The October, 29th program consists on 39 minutes but in spite of this, the involvement of female in this program is only 80 seconds.

Conclusion

It is concluded in this study that women on media are presented as a laughter or a puppet. They are having lesser roles and participations than of men. As we see in this study that women in these satiric shows are objectified. Their participation in these programs are only in seconds. They are presented in the roles of laughter or news readers while men control the whole programs.

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