

Impact of Thiruva Ethirva as a Political Satire in Information Seeking and Political Learning

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Abstract: Thiruva Ethirva a political satire programme which focused on the political issues in India. Thiruva Ethirva mainly interprets a political issue in a different perspective. It has the power to make the audience to in-depth political analysis and understand a particular political issue in detail. The issues are interspersed with dialogue and scenes from movies. Thiruva Ethirva helps the viewers to understand the political controversies in very simple and most effective manner. A popular trend in political satire which observed was that it deals with truth. It avoids biased situations. The method adopted for the study was textual analysis of political satire. The main objectives of the study are to identify how political satire create impact in political learning and information seeking in the audience. The analysis is conducted by means of an impact of political satire in information seeking and political learning to the audience.

Keywords: Thiruva Ethirva, Political Satire, New Testament, Aristophanes.

1. INTRODUCTION

Political satire is part of satire that specializes in gaining entertainment from politics. It is a humorous, ironic or sarcastic to expose absurdity and hypocrisy. It is a combination of humor and political analysis. There are many different forms of political satire, including editorial cartoons, prose, and fake news. A controversial issue, satire with a political bent may be viewed anything from merely folly to unpatriotic or even rebellious behavior in some parts of the world. (Wikipedia) The main challenge of political satire facing is that balance between humor and apt political analysis. Mark twain was considered as the best known artist in the 19th century and editorial cartoons developed during the 19th and 20th centuries. Newspapers and television shows provide like coverage of political events from a satirical point of view, often skewering the mainstream media as well as the news itself. Almost all the country started their political satire programme in channels, especially in news channels. And in America television satire become more visible during the 1960s. The different forms of political satire have been developed into artistic medium over the countries. It does not carry an agenda nor seek to influence the political process. While occasionally it may, it more commonly aims simply to provide entertainment. In contrast, political satire chooses reports based on comedic value, which- instead of deviating from essential information-often accentuates the news and underscores important issues in politics. Political satire encourages cynicism, trivializes politics, and promotes a narrow point of view. Political satire increase knowledge of current events, leads to further information seeking on related topics, and increases viewer interest in and attention paid to politics and news. This more informed and interested viewers naturally have more opportunities to share educated opinions with others and provoke discussions. Satire techniques can be more direct, accusing specific person or political parties of corruption and evil through very dark humor. True political satire attempts and exposes to rise above simply comedy, with the aim of exposing and underlying. (wisegeek.com) Political satire is now very popular in the world wide media and now it part of online media also. In the civilized period politics was treated as a precious and hereditary so politics was sacred at that time. The attitudes and morals towards the politics was changed from era to era. In the early period people considered politics as a tool to save and protect the people from social evils and safe guard the society. The history of politics and political satire denotes that political satire was used in the early period of civilization. But the major difference is that the tool of political satire was totally different from present to past. In the earlier period the people use

political satire as tool for raising their sound against the ruling people and government. The people used word of mouth, wall carving, paintings, and posters to protest against the ruling government. But now the technology developed and political satire is reach to the viewers through the television and online media. And in the early civilized period the great politician Aristophanes said that “Satire and derision progressively attacked even the fundamental and most sacred facts of faith”. In the early satire helps to eradicate the religious based customs and other evils from the society. All almost all the period knowingly or unknowingly people used satire to raise their voice against the feudal people and government. ‘New testament’ of the Bible Cynic’ was a greatest and valid political satire in the Roman period. Political satire was very often used in the early period because the lack of freedom of speech and expression. So by use this as a tool of communication people try to talk and fight against government and the king and the ruled people. The main objective of political satire is that it mainly focused on the public opinion. Because through the political satire the people supposed to raise their voice for their needs and wants. Thiruva Ethirva is a political satire programme started in the year of 2009 as a 10 episode programme but now it cross more than 300 episode. The programme lampoons news, views, controversies and bloopers that make headlines in Kerala presenting. And it deals with all the news, views and controversies and presenting in a different way. The programme was planned as an election special programme in 2009 during the Loksabha election pols but it connected well with the viewers and so it was made a weekly programme. The main attraction of the programme is that it is interspersed with comical dialogues, music and scenes from films. Politically conscious audience want to get information in the simpler manner so the idea and theme of the selected political issue penetrate to the mind of the viewer.

2. RESEARCH METHODOLOGY

In order to develop a sound theoretical framework for this study, a review of literature was undertaken. Based on that, the research study has been conducted on the programme Thiruva Ethirva. Which is a political satire programme which focused on the political issues and political controversies. The study deals with analyzing the concepts used in the programme to information seeking and political learning. So to conduct an effective analysis the technique of textual analysis was chosen. . The paper is a study based on a single television programme. In order to analyze the portion of the programme the full episodes of the programme was analyzed textually.

3. DATA ANALYSIS

Political satire is a combination of political criticism and entertainment. The programme targets all the age group of the people mainly the men and women who all are interested in politics and political related topics. The advantage of satirical news is particularly important today, when many serious news sources find themselves restricted by pressures to fill time and produce profit. Due to these pressures, many news outlets portray politics dramatically and often will pay brief mention to less exciting but important political news. Thiruva Ethirva helps and support the viewers to understand the political issues in the present political scenario. The simplicity in the criticism makes the respondent to mold a different perspective about politics and politicians. Information seeking and political learning from political satire programme is very easy because the programme provides maximum information in the simplest form. In the present condition of the society people are very much eager to become aware about all the things around them. So the people want get maximum information about politics and government related issues.

Impact of Thiruva Ethirva in information seeking and political learning is challenging question but the impact of the programme is very high because it reach the mind of the people. “Thiruva Ethirva” a social committed programme telecast in Malayalam Manorama News channel on every Monday, famous Malayalam TV journalist Jayamohan is anchoring the show. Thiruva Ethirva is totally a current affairs programme and at the same time it socially committed. The show telecasts on very Monday at 10 pm at the midnight. It’s a half hour programme but it gives valuable information to the audience. It’s a nationalized programme it mainly focused on politics and governmental issues in India as well as Kerala. All over the world malayali audience watch and understand the programme. Thiruva Ethirva started as a 10 episode programme during the Loksabha pols in the year of 2009 but now it cross its 300 episodes. This programme is typically based on political satire. Political Satire in Malayalam television is first attempted by Malayala Manorama channel and it is Thiruva Ethirva. In the time of Loksabha pols the episodes were focused on the pols related important issues in politics after that it continued with political controversies in India and Kerala. And presented as a political criticizing programme.

In contrast, political satire chooses reports based on comedic value, which- instead of deviating from essential information-often accentuates the news and underscores important issues in politics. Political satire encourages cynicism, trivializes politics, and promotes a narrow point of view. Political satire increase knowledge of current events, leads to further information seeking on related topics, and increases viewer interest in and attention paid to politics and news. This more informed and interested viewers naturally has more opportunities to share educated opinions with others and provoke discussions. Compare to any other area of study politics is totally an isolated one. Information seeking and understanding an issue is different from person to person. A person will understand an issue according to his knowledge and way of thinking capacity. So political programmes are normally focusing to empower the people who are not aware about programmes are normally focusing to empower the people who are not aware about our society and their surroundings. Thiruva Ethirva and any other political satire programmes mainly focusing the youth and women because, in society this social section is not aware about the social condition.

Impact of Thiruva Ethirva in information seeking and political learning is challenging question but the impact of the programme is very high because it reach the mind of the people. The main highlight of the show is that it mainly discussing the political controversies and governmental issues occurred in Kerala and India also. Thiruva Ethirva is never a biased programme and it never support or against with any political party or political leader. The criticism of the issues is always truthful and loyal to the people.

Information seeking and political learning is part of acquiring knowledge about anything. Thiruva Ethirva helps the viewer to criticize the controversies deeply.

4. CONCLUSION

This study is proving that Thiruva Ethirva as political satire and political critical show it helps the viewers to understand the political controversies in the deepest manner. The simplicity of the programme makes viewers more aware about the politics. Malayali audience is always politically conscious so they need information in the simplest form so they eagerly watch the show. They easily understand the political controversies and criticize the issue and the show. The advantage of satirical news is particularly important today, when many serious news sources find themselves restricted by pressures to fill time and produce profit. Due to these pressures, many news outlets portray politics dramatically and often will pay brief mention to less exciting but important political news. In contrast, political satire chooses reports based on comedic value, which- instead of deviating from essential information-often accentuates the news and underscores important issues in politics. Political satire encourages cynicism, trivializes politics, and promotes a narrow point of view. Political satire increase knowledge of current events, leads to further information seeking on related topics, and increases viewer interest in and attention paid to politics and news. This more informed and interested viewers naturally has more opportunities to share educated opinions with others and provoke discussions.

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