

Election Night's Political debate show: The role of timings in Political Participation

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Abstract

The development of Broad cast media is a part of the revolution that changes in the economic condition of India. Earlier news used to be a part of scheduled content which was just confined to a half an hour show with all major elements of news. At now one of the most important changes could be found in the scenario applied at debate panel spaces, transformed today into a large stage of images and icons. Television debate shows are one of the most prominent sources of information for people, who watch news shows of day-to-day developments in politics and other spheres. Among the shows, prime time debate shows which are telecast between 8.00 pm – 09.00 pm, it shortens important news events of the day. This study can be a useful guide to understand the time representation in primetime debate and the factors responsible for such trends and the change in quality of debate content.

Keywords: Debate content, Debate timing, Politician presentation

Introduction

Tonight was the first late-night talk show, as well as the first late night television series of any time to achieve long-term success. Allen's run as host of the show lasted for two and a half seasons, beginning in fall 1954 and ending Originally a 40-minute local program airing from 11:20 p.m. to 12 midnight on WNBT New York as The Steve Allen Show, the program was moved to the full NBC network in the Fall of 1954. The first network episode of Tonight aired on September 27, 1954, and ran for 105 minutes instead of the 60-minute duration of modern talk shows (however, the first fifteen minutes were shown on very few stations).

In order to retain audience interest, a debate might last between one and two hours, 6 depending on the number of participants. Common practice shows that holding a total of three debates strikes a good balance, allowing for the recovery from mistakes and for a much wider range of issues to be discussed. The format of the debate may be on the basis of strict or loose time slots per candidate.

Unregulated debate is generally more exciting, but is more vulnerable to abuse. On the other hand, rules that are too strict may not allow time for spontaneous, revealing

arguments to emerge. Overall, the broadcaster is heavily dependent on a skilled moderator to ensure that all participants in a debate have a fair opportunity to present their views and to reply to any direct questions or accusations from another participant.

Review of Literature

Lazarsfeld and his colleagues (1944) said The debate shows involving party representatives, political experts and journalists, present an absorbing fare for the television viewers especially to those sensitive to electoral politics. Such programming practices of news channels are known to activate the indifferent voters, reinforce the predispositions of the partisan and convert the predispositions of a few voters.

Kraus and Davis, 1976 said If the audiences do not perceive the media to be credible, then the very assumption of media influencing the voting behavior would be untenable.

Ma Esperanza Rama Martínez (2000) said By political interview I shall refer to a, generally in-depth, type of formal interview with major political representatives (generally government ministers or shadow ministers), often constituting a programme on its own, and staged either in an official room or in a television studio without any audience present.

Klofstad, Anderson & Peters, 2012; Tigue et al., 2012 said In most studies that focus on voting, participants are presented with candidates' voices with manipulated pitch. Results of these studies imply that candidates with lower voices gain more votes.

Daly and Warren, 2001 said however, other vocal characteristics could be important cues for voters. For example, the variability of voice pitch (F0SD) could have an impact on the perception of dominance and/or masculinity. This characteristic is generally lower in male voices.

Objective of the Study

The Objective of the Study is,

1. Analyzed the voice samples of Political candidates, recorded during political debates in each rounds of local body election results in Tamilnadu.

- The list of election topics finalized in YouTube service was used to find recordings of political candidates at political debates in each round.

Data and Method

We analyzed the voice samples of candidates, recorded during political debates in the final results of each local body election in Tamilnadu. During the election final rounds have tough competition with two opposing parties. After the list of elections was finalized, Television channels were proceeds the arguments about local body election political debates in the final resulting time.

In this study used the social sciences and life sciences, a case study is a research method involving an up-close, in-depth, and detailed examination of a subject of study (the case), as well as its related contextual conditions. Case studies can be produced by following a formal research method.

Findings

Duration of the Episodes- Local Body Election Results

Puthiya Thalaimurai

| Episodes | Duration in Minutes |
|---------------------------------------------------------------------------------------------|---------------------|
| Ullatchi Therthal Mudivukal – Yaruku Athirchi? | 1.11.02 |
| A.Thi.Mu.Ka virku padam karpika makkal thayaragi vittargal- Stalin mathipedu sariya? | 1.02.01 |
| D.M.K Vs A.I.A.D.M.K Yar selvaku uyarthirukirathu? | 43.03 |

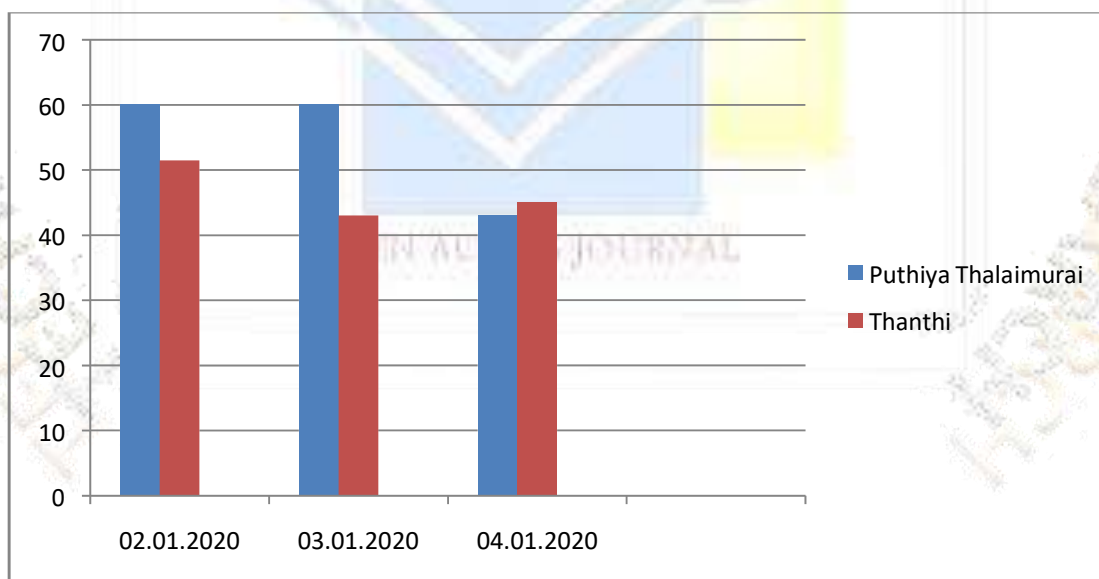
Thanthi Television

| Episodes | Duration in Minutes |
|-------------------------------------------------------------------|---------------------|
| Uruga Ullatchi Mudivukal – Yaruku vetri? | 51.50 |
| A.I.A.D.M.K Vs D.M.K – Ullatchi mudivu unarthuvathu yenna? | 43.04 |
| Ullatchi Mudivukal: Nadakuma Nagaratchi? | 45.00 |

Frequencies- Frequency Table

Duration of the Episode- Local Body Election Results

| Channel | Frequency | Percentage |
|---------------------|-----------|------------|
| Puthiya Thalaimurai | 60.30 | 80 |
| Thanthi Television | 60.00 | 65 |



The chart represents the values are about the duration of Episodes in Local Body Election Results debate show. The values were analyzed in both Puthiya Thalaimurai and Thanthi Television. In this perfect chart mentioned the value of

Puthiya Thalaimurai in 02.01.2020 is 1.11.02, 03.01.2020 is 1.02.01, 04.01.2020 is 43.03 has calculated. In Thanthi Television 02.01.2020 is 51.50 , 03.01.2020 is 43.04, 04.01.2020 is 45.00 has calculated in the chart.

Duration of the Politicians- Local Body Election Results

Puthiya Thalaimurai

02.01.2020

| Politicians | Political Parties | Duration / Round in minutes |
|------------------------|-------------------|-------------------------------------------------------------------------------------------------------------|
| Semmalai | A.I.A.D.M.K | 1 st Round-5.27 2 nd Round- 5.38 3 rd Round-5.00 Total- 16.05 |
| Constantine | D.M.K | 1 st Round-4.35 2 nd Round-7.06 3 rd Round- 0.57 Total- 12.38 |
| C.R. Saraswathi | A.M.M.K | 1 st Round- 6.2 2 nd Round- 3.11 3 rd Round- 1.25 Total- 10.56 |
| Shahul Hameed | Nam Tamizhar | 1 st Round- 5.36 2 nd Round- 2.08 3 rd Round- 0.29 Total- 8.13 |

03.01.2020

| Politicians | Political Parties | Duration/ Round in minutes |
|----------------------------|-------------------|----------------------------------------------------------------------------------------------------------|
| Thanga Tamil Selvan | D.M.K | 1 st Round- 3.31 2 nd Round- 5.31 3 rd Round- 3.1 Total-12.12 |
| Kovai Sathyan | A.I.A.D.M.K | 1 st Round- 6.28 2 nd Round- 5.36 3 rd Round- 0.56 Total- 12.2 |
| David Annadurai | A.M.M.K | 1 st Round- 6.04 3 rd Round- 2.15 Total- 8.19 |

04.01.2020

| Politicians | Political Parties | Duration/ Round in minutes |
|-------------------------|------------------------|----------------------------------------------------------------------------------------------------------|
| T.K.S. Elangovan | D.M.K | 1 st Round-6.9 2 nd Round- 2.37 Total- 9.27 |
| A.S. Maheshwari | A.I.A.D.M.K | 1 st Round-8.27 2 nd Round-3.29 Total-11.56 |
| Alur Shanavas | Viduthalai Siruthaigal | 1 st Round- 6.08 2 nd Round-2.31 Total- 8.39 |
| T. Narayanan | B.J.P | 1 st Round- 5.41 2 nd Round- 3.04 3 rd Round-1.19 Total- 10.04 |

Thanthi Television**02.01.2020**

| Politicians | Political Parties | Duration/ Round in minutes |
|-------------------------|-------------------|----------------------------------------------------------------------------------------------------------|
| Sathyan | A.I.A.D.M.K | 1 st Round- 4.15 2 nd Round-7.29 3 rd Round- 2.12 Total- 13.56 |
| Bala Bharathi | C.P.M | 1 st Round-4.13 2 nd Round- 5.36 3 rd Round- 3.29 Total- 13.18 |
| Kalyana Sundaram | Nam Tamizhar | 1 st Round-4.35 2 nd Round-3.36 3 rd Round- 2.21 Total- 10.32 |

03.01.2020

| Politicians | Political Parties | Duration/ Round in minutes |
|----------------------|-------------------|-------------------------------------------------------------------------------------------------------|
| Semmalai | A.I.A.D.M.K | 1 st Round-5.41 2 nd Round-4.55 3 rd Round-3.54 Total- 13.5 |
| Vetri Pandian | A.M.M.K | 1 st Round-5.4 3 rd Round-1.18 Total- 6.58 |

04.01.2020

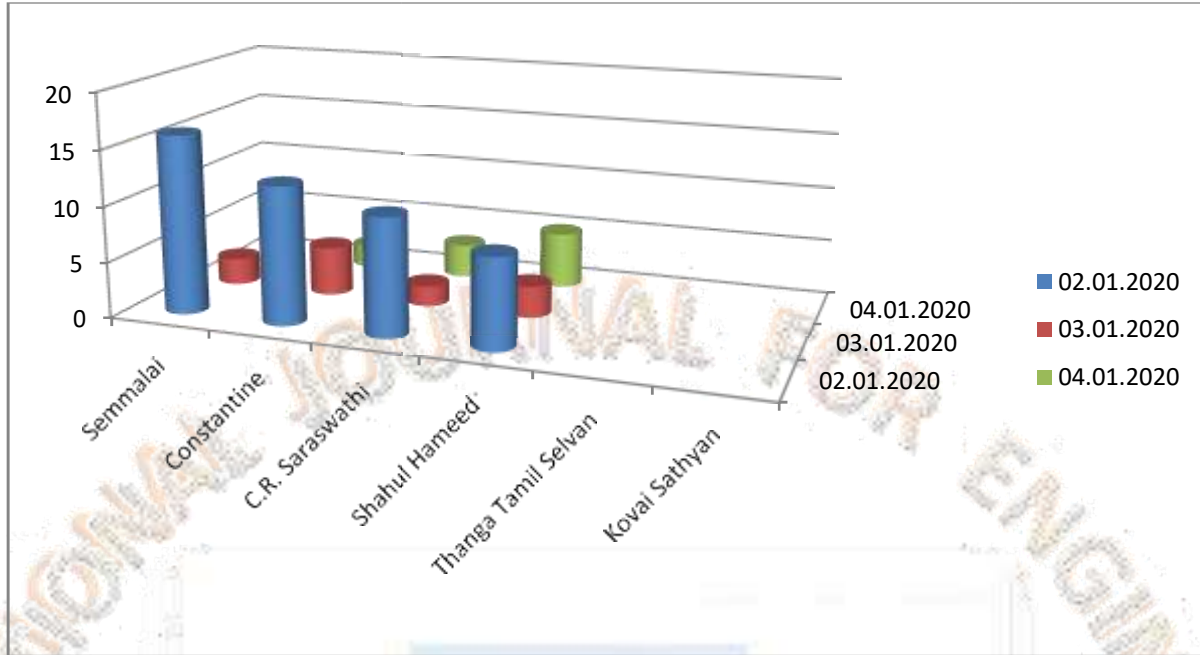
| Politicians | Political Parties | Duration/ Round in minutes |
|--------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------|
| Sivasankari | A.I.A.D.M.K | 1 st Round- 4.09 2 nd Round-4.56 Total- 09.05 |
| Selva Perunthagai | Congress Party | 1 st Round- 4.22 2 nd Round-3.34 3 rd Round- 5.2 Total- 13.16 |
| Thani Arasu | Kongu Illaingar Peravai | 1 st Round- 5.59 2 nd Round- 5.13 3 rd Round- 2.11 Total- 13.23 |

Frequencies- Frequency Table

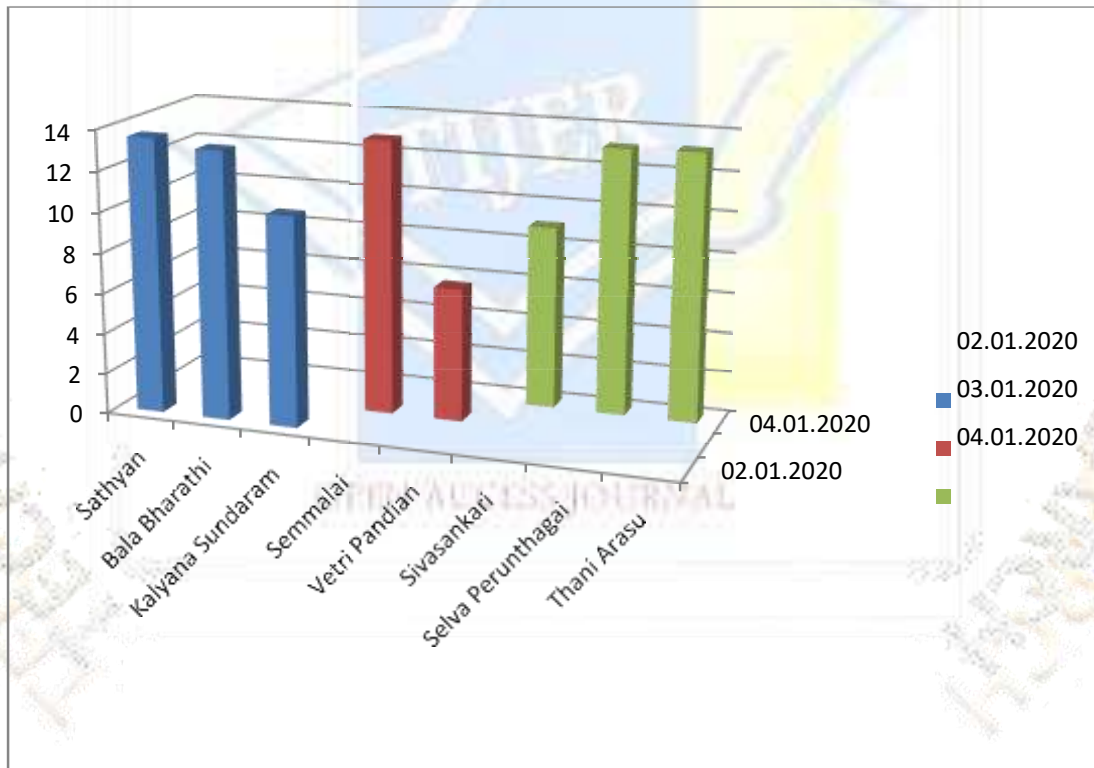
Duration of Political Representatives

| Channel | Frequency | Percentage |
|---------------------|-----------|------------|
| Puthiya Thalaimurai | 12.2 | 48 |
| Thanthi Television | 13.26 | 52 |

Puthiya Thalaimurai



Thanthi



The above brief chart represents the values is about Duration of Political Representatives. In this two brief chart mentioned the exact frequency and Percentage in Local Body Election Results. The values calculated from two

reputed News channels are Puthiya Thalaimurai and Thanthi Television. The Political parties' representatives are participated in the panel. Each one has own party identity and the channel allotted the time duration for each politicians in each round. Every politician has some duration of time to deliver their speech. But each speaker has different time duration for delivering the speech. The values has calculated exactly and mentioned in the charts and Tables.

Duration of Social Representatives

Puthiya Thalaimurai 02.01.2020 to 04.01.2020

| Social Representatives | Representation | Duration/ Round in minutes |
|------------------------|----------------|----------------------------------------------------------------------------------------------------------|
| R. Mani | Reporter | 1 st Round- 6.21 2 nd Round-6.29 Total-12.5 |
| K. Kubandiran | Reporter | 1 st Round- 3.31 2 nd Round- 4.01 3 rd Round-3.39 Total-11.11 |
| R. Venkatesh | Reporter | 1 st Round- 7.02 2 nd Round- 3.8 3 rd Round- 0.20 Total- 11.02 |

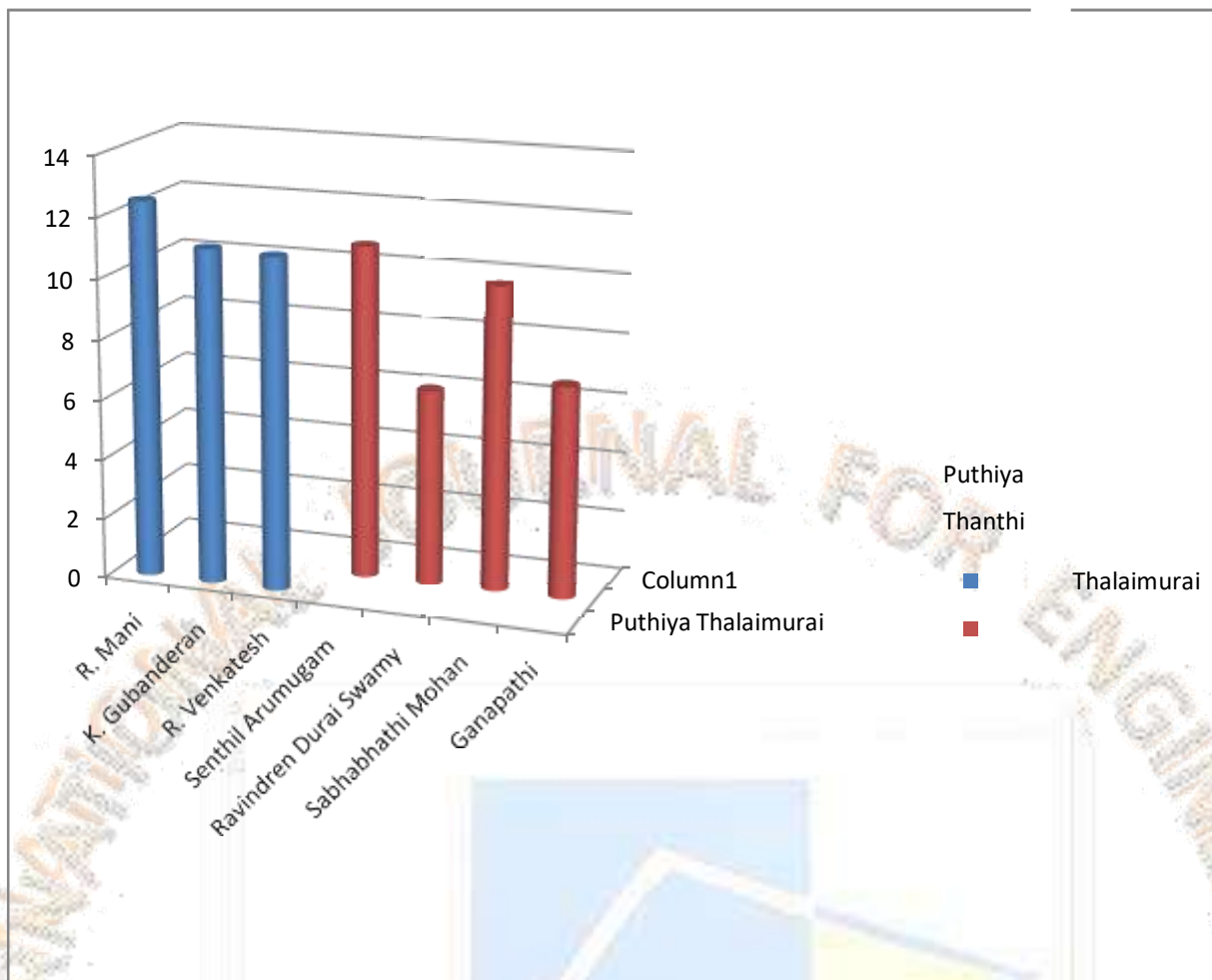
Thanthi Television 02.01.2020 to 04.01.2020

| Social Representatives | Representation | Duration/Round in minutes |
|------------------------|------------------|---------------------------------------------------------------------------------------------------------|
| Senthil Arumugam | Law of Panchayat | 1 st Round-5.29 2 nd Round-4.55 3 rd Round- 1.24 Total- 11.08 |
| Ravindran Durai Swami | Political Critic | 1 st Round-4.12 3 rd Round-2.38 Total- 6.5 |
| Sabhabathi Mohan | Ex. Deputy Mayor | 1 st Round-4.43 2 nd Round-5.34 Total- 10.17 |
| Ganapathi | Reporter | 1 st Round-2.26 2 nd Round-3.01 3 rd Round- 1.39 Total- 7.06 |

Frequencies- Frequency Table

Duration of Social Representatives

| Channel | Frequency | Percentage |
|---------------------|-----------|------------|
| Puthiya Thalaimurai | 30 | 60 |
| Thanthi Television | 40 | 80 |



The above mentioned charts and tables are about Social representatives time duration in Local Body Election Results episodes. The above chart clarifies the value of each social representative's time values in round 1, round 2 and round 3. It shows the variation of Political parties and Social representatives. While the channels are giving equal time or varied time in the panel. Each social representatives show their power speech in the panel at both channels of Puthiya Thalaimurai and Thanthi. The total values all collected accurately.

Duration of Anchor Representation

Puthiya Thalaimurai

| Anchors | Date | Duration/Round in minutes |
|--------------------|------------|--------------------------------------------------------------------------------------------------------------------------------|
| Karthigai Selvan | 02.01.2020 | Introduction-4.22 1 st Round-3.21 2 nd Round-3.19 3 rd Round- 1.39 Total- 12.01 |
| Karthigai Selvan | 03.01.2020 | Introduction- 4.11 1 st Round- 0.52 2 nd Round- 1.37 3 rd Round- 0.58 Total- 6.58 |
| Thambi Tamilarasan | 04.01.2020 | Introduction- 2.22 1 st Round- 1.08 2 nd Round-1.09 Total- 4.39 |

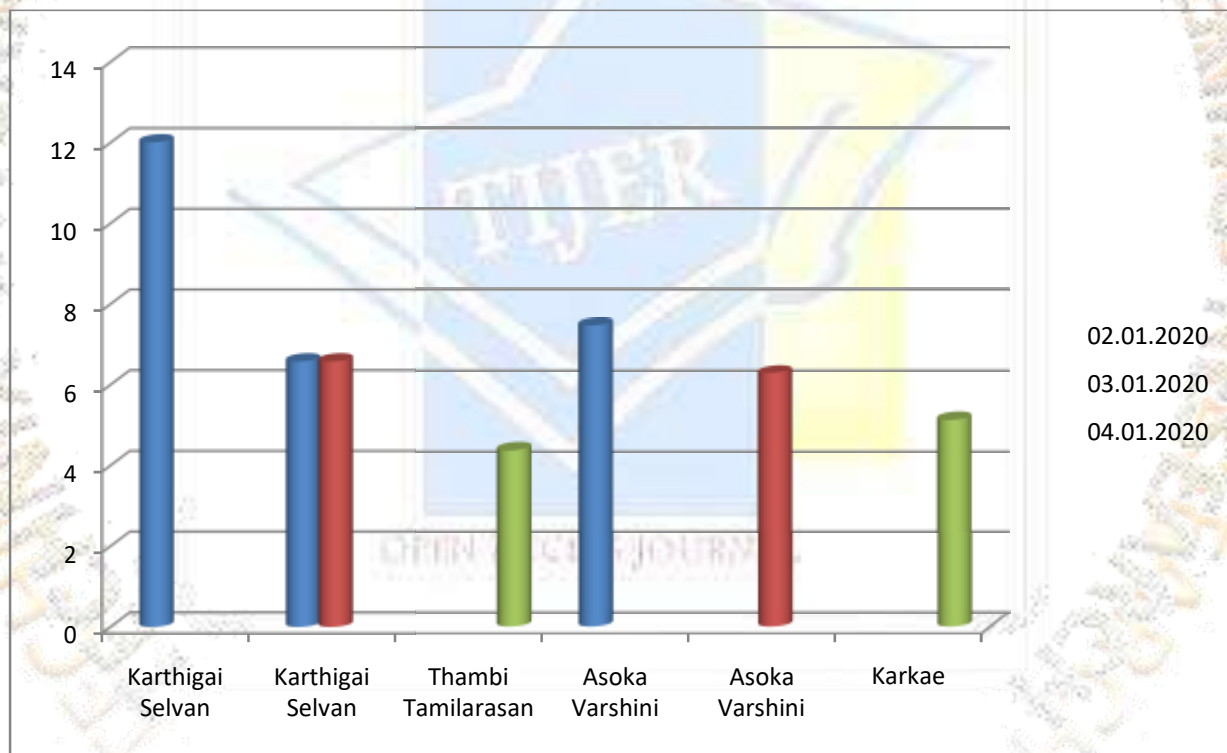
Thanthi Television

| Anchors | Date | Duration/Round in Minutes |
|-----------------------|-------------|----------------------------------------------------------------------------------------------------------------------------|
| Asoka Varshini | 02.01.2020 | Introduction-2.39 1 st Round-1.18 2 nd Round-1.08 3 rd Round- 2.8 Total- 7.45 |
| Asoka Varshini | 03 .01.2020 | Introduction- 2.56 1 st Round-2.58 2 nd Round- 0.57 |

| | | |
|---------------|------------|-------------------------------------------------------------------------------------------------------------------------------|
| | | 3 rd Round- 0.17 Total- 6.28 |
| Karkae | 04.01.2020 | Introduction- 2.38 1 st Round- 0.46 2 nd Round- 1.8 3 rd Round- 0.49 Total- 5.13 |

Frequencies- Frequency Table Duration of Anchors Representation

| Channel | Frequency | Percentage |
|---------------------|-----------|------------|
| Puthiya Thalaimurai | 30 | 80 |
| Thanthi Television | 30 | 65 |



The above statistical chart and accurate table represents the value of Anchor’s representation. In this chart shows the total time duration of the anchor’s in 02.01.2020 to 04.01.2020. The above tables showed the value of duration of the anchor in each round. It represents the value of Introduction speech, 1st round questions, 2nd round argumentation

and 3rd round conclusion were analyzed each episodes of Local Body Election Results. The values of popular anchor have taken in two reputed channels of Puthiya Thalaimurai and Thanthi Television. All the total values have calculated perfectly.

Conclusion

The values have calculated by each politician and other social representatives from round 1 to round 3. Every episode has more differences in Puthiya Thalaimurai. Each political parties has own identify to deliver their communication. There are 3 topics were collected from Thanthi Television. In this all the 3 Episodes are closely related to Local Body Election Results topic. Election studies are here defined as scholarly work focusing on the major phases of the electoral process, i.e. the campaign, the vote, the announcement of results and subsequent government formation

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