

On television



On Television Bourdieu in his “ On Television” has analyzed on what could be the causes for the decline of the television industry from the view point of the public. His thought revolves around the concept that what make the television lack in growing or setting a trend, though this medium of communication provides all the information in a fast track The television media, complaints Bourdieu, has a strong hold over the sensorship while providing the political news. Television journalism has been cemented very well by Bourdieu as restricting or limiting the freedom.

He goes on questioning whether the television medium presents the topics accurately or imperatively. The problem of the journalists and the news field is focusing on the truth which has chances to get either approved or disapproved. Like what has been discussed in the argument that “ television presentations almost automatically dumb down due to cultural –social and technological structures of the field”. But according to Bourdieu the documentary series or program takes a little time to reach the likeness or approval of the audience than the story telling session, or dramas.

The reason he has analysed is that news reports will be concentrated towards emphasising the true incident which has brought changes in the television production of the news field in a cultural concept, and the relationship that exist between the intellectuals and the public or the political and the social community. The success of the journalism in television media seems to depend mostly on the responsibility that the intellectual takes to reach the political and the social community.

He mainly argues the role and the impact of the journalistic field in a television media with the social and cultural structures. He looks at the solution form the perspective of an individual, and so he says that if an

individual takes the role of organising a news documentary for a television presentation so cautiously keeping in mind the social and political expectation rather than obliging what the television industry has to impose on a cultural circle. The television has changed the role of the journalistic field, though it has all forms of technologies to present the information true to life, the journalistic media remains a decline among the public.

This he finds due to many reasons one would be that television has all the powerful cultural means to present all the recent political as well as social and cultural issues more effectively than the print media, as a result the television industry and the individuals have gained more monopoly over the presentations of any issue. He illustrates an incident happened in French Schools, where the North African children wearing headscarves who were captured in the light of these media people and this became a controversy later. This is a sort of contradiction produced under the social and cultural make up. Certainly he argues that these types of incidents have raised the chances of the monopoly to increase the controversial remarks against television journalistic media.

In Bourdier's words "" a contradiction that haunts every sphere of cultural production: the contradiction between the economic and social conditions necessary to produce a certain type of work and the social conditions of transmission for the products obtained under these conditions" [p-37] . The condition which he refers here is the condition of the effect of these controversial documentations presented in a television media.

Bourdier writes that the monopoly has extended among the individuals in the television market and has resulted in extension of the full freedom to all individuals. As a result television journalism media has failed to take

responsibility to take a look at how the presentations on a political and social issue would affect the society in a cultural and social context. This is again due to the economic expectancy that the television industry imposes over the individuals in the same market, so the individuals had to work concentrating on a political and economic success rather than working out on what the public needs actually. Bourdier's finally says that the field of production should extend the freedom to the individuals who work for the journalistic field.

From this it becomes clear that the success of any program depends on how long it reaches and gains the appreciation of the audience at the same time the audience should not meet any controversial things pertaining to their cultural and social background. And the freedom to the intellectuals who work for this field should also be considered to make the success a reliable one.

Pierre Bourdieu, *On Television*. Trans. Priscilla Park Hurst Ferguson. New York: The New Press, 1998.