

# Groundbreaking National Conversation With Cultural Nationalism and Consciousness of Modernity The Enlightenment of Indian TV Show *Satyamev Jayate*

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## ABSTRACT

This article aims to analyze *Satyamev Jayate* which was produced and hosted by Bollywood filmmaker and actor Aamir Khan. *Satyamev Jayate* was a series of TV talk show, which focused on sensitive social issues and national conversation. It was prevailing in India since its premier in 2014 and brought a groundbreaking influence both in Asia and all over the world. This article uses documents and real examples to analyze the enlightenment from *Satyamev Jayate*. It demonstrates India's cultural nationalism through critique of domestic problems and aroused people's citizenship and consciousness of modernity via interaction with the TV show. Many audiences were inspired by the TV show and took action in reality.

**Keywords:** cultural nationalism, consciousness of modernity, Indian TV show, *Satyamev Jayate*

## I. INTRODUCTION

India has the third largest cable television network in the world. With the merger, a show called *Satyamev Jayate* (Transl. *Truth Alone Triumphs*) opened up the history of Indian TV talk shows. In today's pan-entertainment of television, this program allows viewers to see the responsibility and conscience of today's media. This article intends to explore the enlightenment it brought to the TV talk show in terms of production methods, communication concepts, and narrative reorganization.

The TV show *Satyamev Jayate* (Transl. *Truth Alone Triumphs*) produced and hosted by the well-known Indian movie star Aamir Khan is at the National Television Station Dordarshan (DD) in India. It has been broadcasted synchronously with the Star Plus channel of Star TV, a private television network, and it has received unprecedented response. The *Satyamev Jayate* program team has conducted extensive research throughout the country for five years, in-depth interviews with hundreds of people from the bottom of India. From 2012 to 2015, this TV talk show with the main purpose of exposing India's reality, communicating social responsibilities, and providing reform strategies broadcast a total of three seasons (24

episodes) of programs. Social problems provide practical solutions. As of the end of 2015, billions of viewers around the world watched programs on TV, the Internet, social media, etc. and participated in comments, votes, donations, and then joined the team of "changers" together. According to statistics, "In 2012, the column group received a total of 140 million feedbacks from all over the world, and only its weekly new comments exceeded 100,000."

Amir Khan also appeared on the cover of the Asian edition of Times magazine. In the first three seasons, the program includes Female foeticide, Child Sexual Abuse, Every Life is Precious, Intolerance to Love, Domestic violence (Domestic Violence) and Criminalization of Politics and other issues after the show have directly led to the Indian states and even the legislative amendments of the Congress. Set up a one-stop care center for rape victims; establish a mental illness consultation hotline, introduce new regulations to combat drug imitation; help solve the water crisis in arid areas... As of early 2016, under the initiative of the program, dozens of non-stop profitable public welfare organizations and foundations. The groundbreaking impact and profound changes brought about by *Satyamev Jayate* to Indian society have continued till today.

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## II. MULTIPLE DOCUMENTATION AND NATIONAL CONVERSATION: TRUTH NARRATION BASED ON THE SCIENTIFIC SURVEY DATA

Since the TV talk show became popular all over the world in the 1980s, media people gradually realized that "documentary and talk are the two most important elements of contemporary TV. The creation of new programs and the improvement of existing programs are inseparable from these two major development and combination of basic elements". The same is true of *Satyamev Jayate* (Transl. *Truth Alone Triumphs*). In order to enhance the realism, the program borrows the field survey method of anthropology documentaries and the logical form of in-depth news reports, speaks with a large amount of first-hand data and fact cases, and combines the host's talk with the live interview and presents a news survey. It's also rational and more exciting than reality shows. The title of the program *Satyamev Jayate* (English translation is *Truth Alone Triumphs*, or Truth is supreme) is derived from the Sanskrit scriptures in the ancient Indian philosophical classic Upanishad, which is the national motto engraved on the Indian emblem and currency. If the truth of the show is not explored, it will always fall into the fragments of life. If truth is not revealed, it will always hide behind hope and justice.

Taking the first season of *Satyamev Jayate* as an example, the program subverts the male-dominated narrative perspective in traditional television, cuts into the social issues with female topics, and discusses the status and destiny of women in more than half of the episodes. The submission of Indian women has long been a chronic illness in Indian society. Regarding the topic of "killing baby girls", in the first episode, the show did not use ironic criticism to intensify the contradiction, but used scientific data to convince the audience that people in poor and backward areas in the secular concept and illiteracy can only do things. It also exists in high-income families and people with higher education. Only by changing the ignorance of deep-rooted thinking in people's minds can the status quo be changed. In today's era of pan-entertainment in mass media, *Satyamev Jayate* is driven by a moral responsibility, revealing aspects such as exposing the dark side of human nature, breaking stereotypes, loosening feudal inferior roots, eliminating social ills, helping the underprivileged groups, and promoting the improvement of the legal system. There are more possibilities and more diverse aspects than the ordinary "one-word talk" talk show. The program aimed at the ills of Indian society, bravely "revealing scars" and "giving antidote" to promote social change with "truth supremacy", igniting people's desire to share and talk, and let those people in the deep darkness regain their light, and fight for themselves.

## III. VISUAL CONVERSATION: JOINT TRANSMISSION BASED ON THE OF TV STATIONS AND THE INTERNET STREAM MEDIA

*Satyamev Jayate* is the first large-scale cross-media cooperation between Indian TV networks in the history of Indian television, and has achieved the simultaneous live broadcast of national television (DD) and private television network star. Through the linkage of stations and networks, the program coverage covers more than 100 countries and regions around the world. After the premiere of the show, almost all the media praised the wisdom and courage, hard work and exploration of the host and producer Amir Khan in the show, as well as the positive impact of the show on promoting social reforms in India. The number of TV viewers in India ranks second in the world. According to statistics, more than half of Indian households own televisions. As of 2010, more than 515 channels were available to 148 million nationals per day, of which 150 were paid channels. Although the screen is full of various entertainment and fragmented information, *Satyamev Jayate* is very ambitious. From the beginning, it was planned that high-quality content must be broadcast live both on TV and the Internet, covering all areas that network service cannot reach or people in remote rural areas who. The response of the first episode in the world of online podcasting was particularly strong, with nearly ten million viewers worldwide. On the day of the first broadcast, 2254 netizens posted comments on the social network. On the last day of the first season of the program, there were more than 3,800 comment messages. The website collapsed due to overload of simultaneous visitors.

The program received 233,000 likes on social media Facebook's official blog. The Hindustan Times' survey of the first season of *Satyamev Jayate* showed that the satisfaction rate was as high as 88%. Secondly, *Satyamev Jayate* is the first TV program to be promoted in a cinema in Indian history. All over 300 theaters simultaneously broadcast the theme song of the program as a pre-broadcast advertisement. The theme song "Our Nation" (Our Nation) is promoted simultaneously on multi-screens such as subway TV and building TV. The audience sent feedback directly through interactive methods such as telephone, SMS, and podcasting. In addition, the program team also cooperated with Hungama, India's largest digital entertainment company, to develop application software to enable Apple mobile phones, tablet computers and other mobile terminals to pay to play the theme song. During the broadcast of the program, the application ranked first in the number of downloads in entertainment applications. The official broadcast software is combined with the short message voting at the end of each episode to maximize the close integration of the content of each episode and the needs of the audience. Extensive interactive exchanges were

made to adjust the talk show in a timely manner after soliciting opinions. Not just limited to a "show" hosted by stars. In the era of new media, how to draw attention and avoid homogenization of the program, *Satyamev Jayate* provides an innovative reference for the integration and development of traditional media and new media.

#### IV. ACTION-TAKING INTERACTION: CULTURAL NATIONALISM AND CONSCIOUSNESS OF MODERNITY RAISED BY CELEBRITY AND SOCIAL ACTIVIST'S INFLUENCE

As a mass media, television, in addition to disseminating information and providing entertainment, another very important function is to guide social morality and ideology. Therefore, the core character of the TV talk show-the choice of the host is particularly important. Amir Khan's grandfather was the leader of the Indian Independence Movement and India's first minister of education, so he also inherited a special sense of social responsibility and human mission in him. He is well versed in the influence of communication as a celebrity, fully allows his sensibility and rationality, expresses his true temperament in the form of a TV talk show, and makes generous remarks on valuable public issues. *Satyamev Jayate* is his debut TV show as a host. He claimed that he didn't care about the ratings and hoped that the audience would get real thoughts touched. He mentioned in a TV interview that *Satyamev Jayate* has never followed any programming model, and he is a creative person himself. He does not want to stay in the movie star status that pleases the public. He hopes to further influence the people's minds and views on social issues. "I know I can connect with people and have emotional connections with people. My advantage is that I can use the narrative to touch people's hearts, influence them, and inspire them into action-taking. Trying to use this ability to face the problems encountered by this society. In the view of Amir Khan, religiously infiltrated Indians are inherently introspective and never fear self-criticism. The change of consciousness promotes the social process. Soon after the program was broadcast, a series of laws and regulations were issued from the state governments to the Congress. Restrict illegal abortion, violent medical trading, etc., close illegal ultrasound examination centers, establish women and children helping hotlines and legal aid institutions, etc. As stated on the first page of the Indian Constitution, India is a democracy, freedom, security, equality, rule of law, friendship to build an ideal happy, prosperous, and safe country, hard power is of course important, and soft power is also worthy of attention.

*Satyamev Jayate* uses the moderator's story, documentary short film, and interviews of the parties to

intersect the audience's dialogue. It wraps the deep theme in the video speech inside and outside the conversation venue, which is closely layered. The off-site stories and on-site conversations are constantly alternated, and even if the deep topics are also attractive, it is difficult for the audience to pull away. The scene design of the studio is a classical round rostrum full of philosophies, and the way of sitting and talking is a good way to create a real sense of the scene of the conversation. The theme music of the whole film is lyrical and easy to associate. With the live interpretation of the end of each episode, it releases emotions and allows completely different people to resonate. Amir Khan said in a television interview when he won at the age of 50 that the greatest achievement in life is the production of *Satyamev Jayate*. The program team spent five years researching issues, receiving an in-depth understanding of India and meeting people from different places. This was an invaluable journey. The program made it possible for people to change their social awareness and consciousness of modernity.

#### V. CONCLUSION

There is no doubt that the Indian talk show *Satyamev Jayate* has become a unique public opinion maker. The communication method of the joint transmission within TV and Internet network allows the people to participate in the change effectively. The talk show *Satyamev Jayate* provides solutions to the national problems, giving people inspiration of new cultural nationalism and social consciousness of modernity, hope and strength. Construct a new social ideology. Throughout China's talk show, from the early exploration of "Shi Hua Shi Shuo", the firmness of "Qiang San Ren Xing", the fall of the new version of "Oriental Live Broadcasting Room", to today's "One Week Libo Show", "Laoliang Story Collection", "Tonight 80's talk show", "Xiao Shuo", "Luo Ji thinking" and many other programs, from the people's events to celebrity topics, from entertainment gossip to political history, the hundreds of flowers and the multi-screen interaction program are delightful. But at the same time, it also showed a tendency of homogenization of programs, entertainment, and audience ratings. There are very few quality shows left. The talk show has always been the key to interpreting the country's politics, economy, and culture. The lofty ethical standards and social care established by Interview with Truth are convincing. Here we look forward to today's talk show in China also launching such a masterpiece of truthful and practical promotion of social change, so that the "silent majority" will become "self-awakening action-takers."

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