A Stereotypical Eid

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The Eid holidays in urban life provide a good time to meet up with friends and loved ones who remain mostly on the receiving end of occasional text messaging. Also missing from our busy daily lives is a good dose of television entertainment. Eid gives a lot of us that opportunity, to become a couch potato for a few days. Many do go out for the limited outdoor entertainment that is available, but most people watch TV as the small screen has emerged as the main source of entertainment for the masses. Each of the existing private and public TV channels organises five to seven daylong special programmes for Eid. TV plays, telefilms, musical programmes and talk shows are common features of such arrangements. A few films are also released on the occasion of Eid.

Not many changes have been found in the Eid special programmes, which are scheduled to be aired on one public and nine other private channels in the upcoming Eid-Ul-Azha. BTV, ATN Bangla, Channel-i, ntv and Bangla vision have organised six-day programmes while Ekushey Television, Rtv and Channel 1 have arranged five-day Eid festival programmes.



Unfortunately, most of these channels have chalked out very run-of-the-mill programmes for this Eid. Like the previous special arrangements TV channels have arranged five/six daylong programmes. Single episode TV plays are the main attraction for the viewers. Over 150 TV plays will be aired in these channels. However, a good number of talk shows and musical programmes are included in the special programmes, since these genres are getting more popular these days. But, the number of telefilms, full-length films and magazine programmes has decreased.

So why have these programmes been designed in such a run-of-the-mill way? "Eid programmes remained almost



