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Talent, Demand & Supply!

Exploring some less-noticed aspects of the philanthropic business of bringing talent on the silver screen and much more...

By definition; talent is a special in-born ability to do something. However, the television has turned it into a product which can be promoted, marketed, showcased, ranked, elected, criticised and even sold; just like any other commodity available in the stores. The urge of standing on glamour-hill has gone so far that people actually take training for something that is supposed to be an innate quality! Be it the most contemporary dances or the traditional singing-styles or the best ethnic dishes served on the platter; all the talent-hunt works on a very simple logic: *Your pain, my gain!*

Here are a few aspects that need to be seriously considered before clapping for the talented contests or voting them to save their eliminations...

The SEA (Super Emotional Appeal)



While getting personal with the shows, we usually tend to ignore that everything happening on the screen, is just a TRP-game. Viewers easily get so engaged with the programs that they forget the fiction-element held within. Right from the enthusiastic selections, mind-blowing performances, deserving wild-card entries, till the heart-crushing eliminations; everything is done in such an emotional manner that viewers almost start establishing a family-connect with the respective show contestants. This is a splendid example of how simply showcasing talent can become a multi-billion dollar business globally.

The Pathetic Jury

Very rarely is the case that the jury panel is actually worth enthroning. Often the most undeserving and attention-desperate people get chosen for determining the potential fate of contestants' entire lives. The jury is often not even an eminent person of the respective fraternity; but simply a celebrity who is hardly good at anything. If you have been considering the jury's responses to be their personal and unbiased feedbacks purely based on the performances; you will be surprised to know that jury's speech, response tonality and even their decisions are governed by the production-team behind the screen!



That, One Ultimate Chance!



"It's your ultimate chance. Are you ready for it?" These kinds of lines instigate even the most dormant desires and propel a kick of giving it a try (at almost any cost). This is how any and every type of people show-up in the auditions and become a humour content ultimately. In the desperate urge of fame and popularity, people even give-up many important things like schooling, higher education and jobs at times. These aspirations and ambitious attempts easily over-see the simple probability math of only one out of thousands actually making it to the trophy. Unfortunately; super-motivating complements and inspiring advertisements manage to hit a bull's eye over the latent hunger of becoming a 'legend'!

The Endless Hope!

If 'Slumdog Millionaire' could get an Oscar for being a very inspiring movie that aroused intense hope in its viewers; talent-shows definitely deserve a lot more. These shows not only manage to keep every contestant hopeful about their 'grand-victory' until the finale; but beyond too. This hope, eventually achieves such a level of addiction that almost every eliminated contestant leaves with a promise of a better comeback in the next season! Such impractical levels of expectations and illusions in mind often blur the fine lines between the exceptional and the foolish.



The Reality after the Show!



It's a strange parody that ultimately, the jury takes away their green, producers accumulate their margins, winners get some fancy goodies and a hope of getting into the global lime-light; whereas thousands of unlucky contestants simply get thrown-away to where they came from and after all the emotional and intellectual roller-coasters, poor viewers have to get back to their daily routines! Even out of the winning-cru, only few manage to actually make a sustainable profession out of their talent. Most of the others are found setting-up more of such talent-training-centres and creating a new breed of such talent-freaks. However those contestants that disappear without getting enough screen-time, have no option but to get back to that same routine with all the depression of the attention-void. This is how along with the curtains, the entire cosmos of dreams, aspirations, glamour, fame and popularity also falls-off.

What's Wrong?

"I just watch it for entertainment. The show brings out the true talent to us. What's wrong with it?" This is where the main problem lies. Here are some severe problems arising out of talent-shows:



1. This whole setup of draining-out the potential youth depends simply on the viewership of the program. By simply watching these shows, we are unknowingly boosting-up the viscous business of 'talent-hunting' and so the show never stops making some and ruining many other lives.
2. Apart from consuming a lot of emotional energy, the 'talent-hype' also leads to a strange comparison between the apparent talents on television and the relatively 'untalented' society. The biggest sufferers are those little kids whose parents take their natural childhood away and stuff their entire day with various hobby classes. The kids, who anyhow manage to adapt to these talent-based expectations; ultimately keep craving for the true essence of childhood for their remaining life.
3. Before giving-up everything for such shows; contestants must understand that talent is considered a talent only because it is rare. When everyone is talented, no one is talented. Flooding the markets with singers, dancers and chefs ultimately leads to dilution of true essence of that very ability. The commercial viability of any talent must be seriously studied in detail before taking that big-leap!
4. The shows make (temporary) stars only because it is a business; not for anyone's betterment. If someone is desperate to become a superstar overnight, one must also be prepared for getting suddenly faded-out instantly!
5. True talent is indeed priceless and can as such be carried along with the basic life pattern. If one has to make severe compromises for making it to the apex; the talent and ethics will have to suffer equally, which is a disrespect of the nature's gift (talent). As such, if one's achievements are purely based on his popularity, it is actually the success of the show (platform), not the contestant himself!