ORIGINAL RESEARCH PAPER

Social Science

THE OTHER SIDE OF GOSSIP: STUDYING THE ROLE OF GOSSIP AS A STRATEGY IN BIG BOSS GAME

Pranab Goswami

Assistant Teacher in Sociology, Raghabpur High School [H.S.] PO + VILL – Raghabpur, PS- Gangarampur, DIST- Dakshin Dinajpur, West Bengal, India, Pin-733124

ABSTRACT

Gossip is often consider as a useless talk, a talk which is purposeless but in close observation particularly in the context of big boss game inmates seen to be purposively use gossip while playing the game against other inmates. Gossip is strategically applied and managed by inmates conducive to their game plan. In absence of any 'back region' for practicing the technique of 'impression management' inmates relied on gossip, to justify, evaluates, present or misrepresent the self in an attractive manner for vote and required support against the common target/targets. Therefore the paper shows it is not useless as often hold but could be a strategy under certain context, as we find in big boss game.

Introduction:

Big boss (henceforth BB) is a task based game show, launched in every year where selected individuals stay together in a purposefully constructed house covered by cameras and who compete with each other for common precious title. To survive into the game competitors needs to be careful enough in strategizing and employing their game plans and conscious about the management of impression during their stay in the house. The challenges into the game push the inmates to create suitable support base within the house and a strong fan base outside for seeking public vote, necessary to survive in the game. Because, in every week each inmate nominate other housemates for eviction and mostly nominated inmates are only survived by the viewers vote. To face BB challenges inmates purposefully applying gossip as a strategy for creating and using such convenient support base into the game and manipulating audience by conveying a positive self image for gossiper and negative for the target/s while bypassing the possibility of direct conflict. But the dictionary definition of gossip consider it as 'idle talk', 'informal talk' in a closed intimate group situation which virtually having no specific purpose, it is just killing of some time together.

However, gossip seems to be the special method by which people comes close together, knowing about other's secrets and information's and passed evolutionary comments in their absence with a purpose and intension in mind. Moreover, gossipers are not always spontaneously and unintentionally initiate gossip but often they are deliberately or consciously initiate gossip with a prior calculation, which includes consideration about enemy/target, the piece of information/secret to be reveal, selecting receivers, receivers and target/s relationship to remains unchallenged, outcome and about the situation enable the event to take place smoothly. In every society there is an extraordinary demand of secretes but people naturally guarded the personal information about themselves. So secret or the personal information of others seems to be a valuable capital/ resource and, therefore, one need to be conscious enough while investing such capital in group. Those who brought secretes (the gossipers) enjoys centre of attention and significant power position into the group. In BB game by sharing and evaluating such information through gossip, inmates are trying to motivate and manipulate the receivers against the target, singling out the competitor from the group, find acceptance into the group and strengthening solidarity, conveying positive self image by comparing him with target/s, creating alliances with the expected others, informed about others notion, attitudes and game plan and for other subjective benefits. However, informational dimension of gossip has been recognized widely by the scholars but in reality information and misinformation both contained in the heart of gossip. It is individual who uses gossip as strategy to harm indirectly the target by coding-decoding, polishing or exaggerating the content of news and producing him/herself as superior then the target without fear of tracing and strengthens own support base. Most of the studies on gossip failed to see gossip as a purposive action and can be a strategy. To understand this we select BB game because, BB house provides a natural setting where inmates regularly and frequently engaged in gossip to realize their immediadate interests. Therefore, the events that take place in BB game having a great importance in understanding gossip particularly in terms of its role as a strategy.

Objective and method of study: -

The objective of the present paper is to show the other unpopular side of the gossip that is to say gossip is not wholly an 'idle-talk' or purposeless conversation as often assumed but in certain situation gossip could be employed as a strategy, a means to satisfy immediadate interests. Again gossip is not simply useless talk or killing of time where intimately related people coming close together to entertain them rather, evaluative comments passing through gossip is consciously and purposively constructed and managed by gossiper about an absent target. Moreover, in a certain context ripe with high degree of competition gossip in relation to other non violent strategies seems to be a more reasonable and viable to use for achieving the goal. However in seeking such context we find BB game show as highly competitive where inmates reside together and involving into relationship for a time being therefore solved our purpose of observation. Taking BB game show as an experimental situation is also convenient in a sense that it is distinct from Psychological experimental condition in terms of direct control and manipulation of units and deprivation of agents under study, whereas BB game provides us with naturally occurring events with an universal intension of winning and over which we do not have any direct control of manipulation. So the situation prevalent in BB game defined as high degree of competition where each competitor striving hard to portray a positive self image, manipulating others within and outside the house, attract viewers for vote, creating and employing support base and groups or alliances to escape from eviction and the last not the least eliminate others they strategically using gossip. Therefore, in this context the present study is an attempt to understand analytically the nature of challenges of BB game and the strategic side of the gossip, by evaluating its role in countering BB challenges. The present study is essentially an empirical understanding based purely on observation of the events during the telecast of the recorded activities of inmates into the game throughout the season and our observation covered season 10 to last season 12.

About gossip: -

The Bengali translation of the term gossip might be the "poro ninda poro chorcha" however, originally the term gossip comes from the old english godsibb or 'godparent' simply a different meaning what it conveying today. Jack Lavin and Arnold Artuke made a historical account of the meaning and for them prior to ninetieth century it refers to men's drinking and to the warmth and fellowship between men and not to their talk and during same time it refers to the family friends, usually women who congregated in the home to await the birth of a child. So gossip was not connected with cheap conversation or nastiness indeed it was an expression of companionship and community support which lacked the purpose of entertainment. By the turn of the twentieth century the term lost its all reputation and refers to sin,

slander, useless, backbiting and the nastiness. For them it is in the same way 'god' spell later become the word 'gospel' the term 'godsibb' was transformed into 'gossip'.

Webster's Encyclopedic Unabridged Dictionary (1966) defines gossip as 'idle-talk or rumor, especially about personal or private affairs of others' (p.611). The term gossip has been defined negatively as an 'idle chatter', chitchat or even the 'evil tongue' (Jaeger et al., 1998, Schein, 1994). Sociologist Eder & Enke provide mostly a neutral definition of gossip that 'evaluative talk about a person who is not present'. For Foster (2004) gossip as a conversation about a third party who is not present and involves some form of evaluation of that person. Although it is an ambiguous and ubiquitous phenomenon found in all society in one form or another (Besnier, 1989; Gluckman, 1963; Haviland, 1977; Levin & Arluke, 1985; Louden, 1961; Stirling, 1956). The ambiguity derived from the fact that it takes place in closed intimate group where the strangers including social scientist and particularly Anthropologist are not allowed to participate and secondly, they are mostly outsider of the cultural values possessed by group. Gossip is often considered as negatively sanctioned (with categories like scandal, rumor, time pass, hearsay etc) and morally reprehensible behavior (Islam and Christianity banned gossip as immoral act) which should be feared and avoidable. Nevertheless there is a general agreement that gossip constitute a core of human social relationship and virtually there is no society where there is no gossip. For Niko Basnier 'through gossip people make sense of what surrounds them, interpreting events, people and dynamics of history'. For Dunber 'in short gossip is what makes human society as we know it possible'.

Briefly Evaluating previous studies on Gossip :-

As far as the academic study of the gossip is concerned, gossip constitutes a subject of study mostly for Management and Communication studies (Kurtland & pelled, Ferrari, Noon & Delbridge etc), Anthropological studies (scholars like Gluckman, Cox, Basnier, Rosnow, Dunber etc studied gossip) Psychological studies (including scholars Watson, Stirling, Foster, Bakow, Suls etc extensively study) and few sociological studies which focused primarily on information dimension and social control and group solidarity building (including scholars like Paine, Enke & Arluke, Alexander R Rysman etc.). The communication studies give a little or no attention to the role of the receiver so their view of gossip seems to be as one-way communication where sender/initiator/gossiper passes evaluative information to the passive receiver. But the situation of congeniality and intimacy largely depends on single overall definition of gossiper and receiver to avoid direct conflict. And there is an every possibility that receiver may participate in gossiping by strongly rejecting any further information or by adding more information to it. Sociologist Rysman consider that "the role of the receiver in gossiping is in fact more active because he must consciously alter his normal standards of credibility". Anthropologists including Gluckman conceived that gossip as a property of the group and they recognized gossip promoting unity and solidarity within group and therefore serves the community. The structural-functional position based on two major pillars one is the group amity and unity and second is the equilibrium of the community and society as a whole. They project community as a centre of attention while neglecting individual and their social purpose of gossip. While Psychological experimental studies perceived individuals gossip behavior in terms of construction of individual self image from an individual/ subjective stand point. But individuals conception of self mostly depends on two interrelated aspect, one is largely subjective, that how one can evaluate oneself, i.e. somehow an internal conversation whereas second one is most objective in nature, how society (the Generalized others) evaluate such individuals conception of self-image. So from broader social psychological point of view the second aspect created the need for self evaluation (that is to say society continuously requires such an effort from individual to restore conformity and order in its place) as well as provides the circumstances/ context into which one can realize one's self in society.

In reality an individual always remaining minor in relation to society/ group and consequently the lack of sense of security and control over others within the broader society may arises gradually. Therefore, this lacks of control and security which arising out from broader social network motivate people to manipulate the notion of others about them and individual continuously evaluating one's support base into society. While the study of gossip based on experimentation and agent manipulation by producing incentives-disincentives in different stages of research Psychologists therefore missing obvious natural linkages between the broader social network/ context and importantly individual purpose. Therefore in this context the present study is an attempt to study gossip into a natural setting i.e. in big boss house and it is convenient to observe gossip as if occur into that setting (Big Boss house) without manipulation or interference of any kind. However for our present purpose we defined gossip in the context of BB as relatively (in a sense that there is every possibility that it becomes a public) a secret (maintenance of secrecy was partial because they conscious that viewers watching and listening the event) evaluative talk (negative and positive) between and within inmates strategically initiated by gossiper for representation or misrepresentation of self by comparing with the absent target/s driven by common intension of manipulation of those of the receiver/s.

Context of BB house:-

BB is a popular Hindi reality colors TV show that comes every year probably since 2006, during October to January (for almost 105 to 110 days) in India inspired by Big Brother format, developed by Dutch based media company Endemol. The participants in big boss house are mostly drawn from cinema and TV artists except (season 10 & 11and the current season 12) when ordinary people are also given a chance to participate, selected by audition. Therefore, format of the show is for celebrities, who compete and entertain the ordinary viewers whereas it is viewer's responsibility to cast their vote to the desirable participants who deserve to stay and play in the house. Apart from given task, daily activities, mutual interaction and interpersonal relationship have been also an attractive part of the game and competition. In fact, all activities of the performer within each corner of the house have been within the reach of the cameras, nothing gets unnoticed by cameras and the important contents of day's activity broadcast in TV. The prize money of the bigg boss is 50 lakh in Indian currency. A number of contestants (known as 'housemates') lived in bigg boss house, newly constructed each year in a different location. Throughout the season the contestants stay isolated from their relatives and rest of the world. Each week they faced nomination by their housemates (each allowed to nominate at least two of their peer) for eviction and those three contestants who nominated most by other housemates were publicly announced and put up for public vote, and who got less vote than other two should evicted. Apart from such procedural eviction, exception also happens if one disobeys BB rules. However, the top three housemates who manage to escape throughout the 15 weeks enter into the final days of the season and who got highest public vote among the three wins bigg boss award for the season. For casting vote, the viewers directed to message their vote through mobile phone by using desirable participant's code to the provided number.

After entering into houses the contestants must have to obey the rules made by BB. These rules includes one has to participate in given task, no one is allowed to physically hurt another or him/herself during task or during stay, do no destruct any electronic or other article in the house, do not attempt to leave the house premises, hindi language is only accepted medium of communication, be accountable for committed action and the last but not least, always obey the commands of the BB during stay. Besides this an individual in the context of BB faces firstly, the total isolation from the loved ones, relatives, profession, friends, home and close circles; secondly, that everyone has to live outside of his/her comfort zone and luxurious life; thirdly, the format of the game forced them to change their life style that one may habituated to live; fourthly, they are forced to lived within the close confinement of BB house; fifth, they have to live and interact with those who have different socio cultural and economic background (religion, ideals, language, opinion etc) with diverse 'life-worlds'; sixthly, they have to collaborate and making intimate group even with enemies for performing tasks, and the last not the least one have to be part of other competitors threat, violence, slang, negative evaluation or gossip in the house.

The contestants are also scheduled to face the host (famous bollywood actor Salman Khan hosting the show from 2010 to the ongoing season 12, Weekand Ka Vaar) weekly two days (Saturday and Sunday) on eviction night.

Analysis and discussion
Understanding BB challenges:
Analytically there are two kinds of challenges faced by the inmate competitors during their survival days in the house. One we called explicit and another inclusive challenge. Explicit challenges are more or less includes the task, nomination etc which is quite open, externally determined and easily understandable and apparent for ordinary viewers. The inclusive challenges implies for Sociologists which relating to the problem of impression management, that is how to present before audience without practicing the role privately because there is no hidden sphere or 'back stage' as such.

Explicit challenges: -
we will begin with tasks in BB game.

Tasks in BB game:-
Initially the whole house involving in enjoying congeniality breaks into different contending sub groups as early as they faces first task. Because during each task housemates are divided into two contending group/ team and their effort as a team member during task furthered their competition into everyday inter-personal relationship and dealings in the house. So the overall cooperation breaks and game begins. Because there is every possibility that inmates with good equation may play against each other rather than with each other. The major task in the BB game includes, the luxury budget task (LBT henceforth) and captaincy task (CT henceforth) and the nomination task which includes nomination for eviction from the house, for contendership in captaincy and the nomination for kal-kothri saja or punishment. In the beginning of each week BB announced LBT for luxury items whereas other tasks virtually depends on the performance of LBT. After the end of the LBT housemates assembled together and instructed to come into the majority consensus for three nominations in contendership in captaincy task and for the other three worst performers for kal-kothri/ jail punishment. In reality, reaching towards a consensus is itself a challenge because support base of each fighting for its nominees. So logically those who don't have any such base easily be the target for punishment and hardly be a captain. However the LBT has been planned in such a way that each played for oneself and as well as for the team, becomes a part. Team members for each team pre-selected and announced by BB but the selection made sometime by randomly or by following the existing equation within the house. This might be important causal factor for shifting alliance in between the inmates. Therefore today's friend becomes tomorrow's enemy. Now every such task needs proper strategy which not only include how one play but also how others play, how they grouped together as a team, how to plan collectively, whom to obey, how to prove leadership quality and uphold self image, how to prove loyalty when playing against in-group, how to motivate the others for securing win and attract viewers, how to avoid conflict and the last not least how to prove superiority.
Nomination task: - Nomination is also an important part of the game which significantly affects the personality of inmates. There is a weekly nomination for eviction, for punishment and for contendership in captaincy task, the first two nominations we may called it as negative nomination, that an inmate fighting to avoid as it uphold negative self image and the last one we called positive nomination for which they are compete and aspired to be nominated. Although each nomination has been legitimate only by majority consent or vote. So strategically inmates are struggling to achieve most votes for positive nomination and less vote for negative nomination. However weekly nomination for eviction is private and confidentially happens in confession room (if not through open task) whereas next two are public and through face to face discussion in presence of every inmate. Practically who nominate whom is largely depends on existing equation of the inmates.

Implicit challenges:-
Sociologically, these are the challenges essentially related to the problem of hidden performance and presentation of self in public. This brings forward the public and private debate regarding private role rehearsal before real appearance in audience. As a matter of fact inmates in the house always under the close surveillance and may be unconscious of the fact which content of the day's going to forecast on TV, so nothing remains private. Again an implicit challenge includes particularly the problem of 'impression management' of the audience which an inmate faces within the house. The inmate performers in the house have to impress categorically two types of audience i.e. other inmates or co-player within the house and the viewers outside of the house. The first type of audience is active in reaction and the viewers only active in terms of voting and weekly once over phone during the weekand ka vaar programme. As Goffman holds the view that in everyday interaction individual actor tries to manage, control and guide the impression of others (observer/audience) about him/her. The same is true in the BB contest where inmates are in competition to strategically manage the impression of audience by representing their selves in an attractive manner. However, for Goffman to be successful in management of impression of others a sincere performer needs to practice the role before faced audience. Therefore two additional dramaturgical concepts are forwarded i.e. 'front region' and 'back region'. The former includes the conscious and strategic representation of self into the audience with an intension of manipulation and the later includes the private region which is close and hidden from the audience where the techniques of 'impression management' are practiced. Goffman considers '[In] a backregion or backstage…. where the suppressed facts make an appearance' (Goffman, 1959, 114).

However, by drawing attention to the importance of 'back- region' that unlike everyday life in BB house inmates thrown into a situation where they lacked such private region to practice the hidden techniques of 'impression management' from audience because the presence of cameras in every corner of the house. Therefore management of impression of the audience is problematic in such a situation exists in BB house and posed a challenge to the inmates. Equally in a situation where back stage becomes front stage or they intermingling with each other how the everyday practice of role rehearsal should be carried out. So the major challenge in the BB game for an inmate is how to keep conceal the reprehensible attributes of one's personality like egoism, dishonesty, selfish desire and to successfully convey the sociable qualities like loyalty, righteousness, carrying, leadership before audience and attract them for support/ vote.

After analyzing such challenges and the context in BB game it is important to understand what inmates do to overcome such challenges i.e. the strategic side of playing BB game as a whole.

Why gossip remains only alternative strategy: -
Within the broader society people often employ different strategies like using threat, quarrel, violent conflict, money, power, force, political position, social media, magic-witchcraft and gossip to face or encounter the competitors and enemies, striving for common goal. These can be used publicly or secretly or in a violent or in a non-violent manner. But most of these means are inappropriate or unavailable in BB house because physical violence or threat of violence is not tolerated secondly, one cannot brings money with them or can't use them, thirdly, no mobile phone, or TV available to them, fourthly, there is no magician and witchcraft practice available. So in contrary to other, gossip seems to be objectively reasonable means to use in the BB game.

Practically as compared to unpopular ordinary competitor's celebrities are enjoying significant power, privileged status and positive image in the eyes of viewers. Therefore, if celebrities or other privileged inmates supposed to use power, status privileges through secret dealings then they have to own a 'back' or hidden space but the presence of cameras everywhere into the house brings everything into the public notice. Similarly, if one does it openly in 'front stage' then as a consequence this will either brings either nomination for eviction by relatively powerless majority or create negative impression towards them or both at the same time. On the other hand, one's submission to threat or money could have a bad impression on personality of concerned inmate/s. Although this does not meant that inmates never make use of physical violence, threat of violence or offensive slangs but these, particularly violence are used mostly in the initial stages of the

game. As we experienced, Priyanka Jagga was eliminated for excessive use of slang during season 10, Priyank Sharma for physical violence and Zubeer Khan eliminated for threat and slang within the first week the season 11. It is observed that there was so much physical violence, direct confrontation happens during the first or second week of the game in almost every season but the occurrence of such violence, chaos minimized to the extent as show progress. As inmates keep relying on the tactics of 'impression management' by representing or misrepresenting socially expected behavior to the viewers than on violence or power, the game shifted from physical to intellectually strategical level. Therefore in this respect gossip seems to be most easily acceptable and reasonable means by which the game should be strategized and played as it encouraged secrecy, non-violence, indirect confrontation with target/s and lack of fear of tracing.

Besides this gossip brings small number of people together bind them into a close group relationship even at least temporarily which in turn helps them to device plan and play task with collective support and act as a support base indifferent stages of the game. It also helps them in collecting and sharing the information necessary from the perspective of one's game. Gossip is also strategically useful to manipulate others by evaluating target/s behavior or by purposively comparing one with the target/s. However with direct conflict ,fight or through quarrel it is less possible to portray one's positive image to others including viewers but with gossiping it is easy and safe to uphold a positive image by judging and denigrating others image in their back without fear of tracing.

Empirically one's game plan into the context is largely depends on cooperation and competition with other housemates and one's chances of survival remains firstly in the hands of other inmates within and secondly the viewers vote. Strategically on the first level one has to own a support base within and fan base outside, on the later. Gossip seems to be subjectively and objectively a suitable strategy, particularly in the context of BB game. Gossip has been purposely used to stand against common enemies in the house and to eliminate target and secure survival for himself and herself. It is a technical instrument by which inmates secretly evaluate one's support base within the house so that they able to know other's notion about them and strategize their game plan against those who are non-supportive and inconvenient as well as supportive and cooperators. Gossip enables inmates by providing relatively a unchallenged secret space [if not 'back stage'] where they negatively producing, evaluating and proving the behavior, attitudes or personality of targeted others as well as protecting their own.

Gossip in BB house leads to what Scannell posed in one of his paper that 'forcing the house sociability'. This is very interesting to note that the instances of direct conflict, threat, physical violence between the inmates has been reduced with the increase in instances of gossip than by any other means i.e. by punishment, isolation and nomination to some extent. It was observed that when one inmate trying to prove him/her self as real, the only intelligent, smart, honest and sensitive enough to take stand and fight for right issues to show dignified personality then opponent's trying to prove them as fake and unreal therefore direct confrontation was the obvious result unless it should be operated secretly without the absence of the target/s. Therefore to denigrate others inmates strategically used gossip and keep order in its place. Now the wrong behavior, and private secrets (whether real or constructed) could be made as the resource or capital and by gossip they are trying to convey positive self-image of him/herself (the gossiper) in expense of negative evaluation for the target in their absence. At the same time by using other's secret they found the opportunity to come close together against the common target and manipulate the inmates and viewer's choice. So through gossip inmates playing the game from each other's back So gossip in the BB house seem to be a reasonable alternative by which inmates avoids face to face confrontation with the enemy which enables them to strategical management of acquired information during different stages of the game.

After analyzing that gossip is only reasonable strategy into the game, we now turn our attention to the issue of how inmates play

their individual game in group and constantly use gossip in forming convenient support base, alliances for ensuring survival into the competition.

Gossip as a strategy of forming support base: -
As the game progress it is noticed that competitors arranged themselves into different groups and therefore mutual cooperation seem to be limited within the group members and the house divided into contending groups. To have owned a support base is beneficial from the perspective of the game because it backed its members from negative nomination and other unpleasant situation [like quarrel] arising into the house. So the first important requirement regarding playing the game is to caculatatively select and creates a convenient support base, but is not a simple task. It is observed that in every season gossip in the initial phase employed by inmates in evaluating, manipulating and searching for other cooperators who may play in his/her side and estimating possibilities to becoming a group and playing together against other non supporters under the existing situation. Who may play with and who don't is the initial dilemma that one has to resolve into a very limited duration for securing escape from negative nomination. Therefore besides participating in normal conversation openly with everyone inmates often catch on cameras in a secret talk in isolation with selected one's almost from day one night. This secret talk turned into a gossip when they start to evaluate others behaviors, way of talking, private life and misbehavior in their absence and during this the gossip initiator strategically evaluate the receivers notion towards them and to the target and estimating the future possibility of support formation. Apart from negatively evaluating the target, inmates often employed 'praising gossip' to each other in order to motivate and assure the possibility of assistance in future during task and nomination. Each of these support bases exist until it ensure and back every of its adherent's expectation. Although inmates never call it as support base because which may shows negative personality traits like selfishness, self- interested individual, who using others for surviving and playing the game . Therefore inmate- member of each such group interpret it as good friendship, intimacy, togetherness and call it by different name like 'Wolf pack' (Shreesanth and Dipika as member) and 'Happy club' (Romil, Dipak, Surbhi as core members) in the last season 12, in season 10 the group called M3 (Manveer, Mannu and Moona as core members), in season 8 the group called P3G (group of Puneet, Pritam, Pranit and Goutam) are the few name. While a support base formed with its core members but it ready to add new members to become a majority group. Whereas those who are lacked such support base mostly out voted by majority group except in a situation when two contradictory group members radically oppose to each other.

So, inmates employed gossip to create support base by coming close together secretly against the common target/s or by creating alliance for a common purpose of playing task in a group against other. Gossip is also strategically employed by each group adherents to maintain the group as a whole and retaining solidarity by resolving disputes if arising. It is observed that inmates belonging to one group spend lots of time (apart from task) mostly (not wholly) in gossiping with themselves for proving the fake personality of other absent non group members and evaluating their action, reaction in a negative way to manipulate audience. At the same time gossip used as a defensive mechanism in justifying misbehavior and upholding innocence. However, gossiping in one's own group facilitates such negative gossip about target competitors because it gives confidence of remaining unchallenged. Together the gossiper and the receiver come at least into an agreement that the issue/topic about someone raised should be honored temporarily as well as avoiding direct conflict (what Goffman called 'working consensus') among themselves over the topic raised. Because of inherent assurance of remaining unchallenged during gossip apparently conveyed the gossiper's righteousness and therefore influence voting. Significantly gossip increase the frequency of face to face contract between members leading to increase the possibility of likeness which in turn affect the maintenance of group solidarity and durability of group into the existing game situation. So gossiping is a major strategy by which inmates forming and became part of any support base and maintain it by proving loyalty to each other unless it breaks with

raising individual deprivation, self-centeredness, disappearance of target and growing disputes among them in ever changing game situation.

Shifting alliance proving loyalty and Gossip:
Group or support base formed in the BB house is not permanent in most cases because members often shifting their loyalty from one to other group depending on their understanding and anticipation of the situation, interest, advantage and inter-personal relationship in the game. It is observed that dyed group (group of two persons) is more durable than the triad (group of three or more) in the house e.g. the happy club breaks but wolf pack is consistent with the two members through the last week, of season 12. It is because preference list has been limited to one during positive nomination or in other task but when member raises two to three or more, than giving preference to one over other group members brings deprivation, frustration, anxiety, dispute and disapproval among other members, as every member wants to survive, become captain and may safe from going BB jail. So when support base failed to fulfill the expectation of all its users than inmates withdraw and shifting their alliance to other group or to other inmate's even if previous enemies.

So inmates are often shifted their allegiance from one to other to realize their immediate interest. Now in creating shifting or rejoining inmate-gossipers strategically engaged in gossip for developing acceptance, by praising expected, denigrating enemies, proving loyalty, trustworthiness and justifying self image. Therefore no inmate in the house is constantly being part of only one group forever, or the support base never exists with its fixed adherent's in every week or each stage of the game. So no one is permanent enemy and friends forever in the game.

Gradually deprived inmates searching others in the same situation and purposively sharing such secrets, attitudes and the notion that common target conveyed once they played together about the recipients during gossip. Unlike informal negotiation or contract, the kind of mutual confidence/belief inherent in gossip which able to create mutual trust among gossiper and receivers about the possibility of re-union against the present target/s gives it a different degree as a strategy.

Gossip and problem of presentation of self:
However 'impression management' is a metaphor rooted in Goffman's 'dramaturgical' understanding of role performance in everyday social life with a universal tendency to manipulate the audience. Therefore presentation of self in two different stages is itself a game and driven by what audience expect from a particular role. Now in close observation like in everyday life in BB game too, the presentations of self is not unstructured and arbitrary or not end in itself but a means to reach to an intended ends. And the end in BB game is to manipulation of large number of viewers by portraying a positive self-image for necessary vote and attracting or attacking insiders for an intended benefits in the game. Now in the game whether the representation of truer inner self or misrepresentation or disguising real expression inmates are observed to be employed gossip as a means to solve above purpose.

The necessity of 'impression management' in absence of any 'back region' or private region is furthered the possibility of violence and mutual conflict in public which ideally disregardful in terms of one's personality. And much like 'back region' the structure of gossip is also characterized by secrecy, hidden practice, private and isolated from public, an intimately owned space, naturally unchallenged practice therefore game of impression management could also be addressed with the help of gossip. And here the absent target of gossip is equivalent to the public in 'front stage' that both are hidden from the secret practice and similarly the viewer seems to be the second party the passive receiver in gossip. As a result practically inmate-competitors employed gossip as a strategy for creating or manipulating the impression by defending his/ her action with selected others including viewers and indirectly attacking the target by negatively evaluating his/ her action in relation to gossiper. Similarly without practicing the technique of impression management gossip enables the inmates to cover or uncover, present or misrepresent their self in public in the way the

intend to, whether one is successful or not is irrelevant for us.

Conclusion: -
In conclusion we have argued that gossip is not an idle talk which is purposeless in any account of it but can be a strategy depending on the context and the intension of the gossiper. We did it by analyzing the gossip as it found into the competitive context of BB game. We have generalized the BB challenges into two forms namely explicit and implicit challenges and then trying to analytically qualify that gossip used by competitors as a strategy to solve the immediadate purpose in the game. We have justified our objectivse that why it is suitable and reasonable than other form of violent and conversational strategy especially in the game context. It was also relevant to say that in the context of BB house gossip reduced the probability of conflict and violence between inmates to the extent. As a form of informal communication gossip is also suitable to use in terms of gathering information about other competitors especially their personality, game plan, the notion and attitudes towards the gossiper and other inmates and provide a secret space for evaluating, exaggerating as well as misrepresenting the content of the information received about the target. It is an indirect means by which inmate competitors non-violently encounter the target/s and isolated them from group or support base. It will enable inmates in their secret negotiation of benefits even with previously enemies. To fight with numerous others an inmate competitor needs to create profitable support base which will back them during the different stages of the game against others. Strategically gossip enables competitors to come close together against common target/s and drawing mutual benefits by employing such support base into action. The support base binds its subscriber into a relationship to the extent it assure benefits for all. A support base playing against the members of another support base and other individual inmates who may unable to won any such base. There also various factors like feeling of deprivation, change/disappearances of target/s, playing against group members during task, preference, domination, change of interest and the like which act as an opposition to such group. Therefore support base is not exists with its fixed adherents but with the change of interest and feeling of deprivation leads to withdraw from one and shifting alliances to other group. Again gossip is tactically employed by inmates not only to secure benefits from such intentional cooperative affiliation but also they continued gossip about the target/s which creates the intensity and interest leading to the maintenance of the group as long as possible. Unlike informal negotiation gossip created a kind of belief and gives a sense of assurance over promise. However analytically three stages of gossip can be identified in relation to BB game, in the initial phase inmates involved in gossip almost with everyone, which helps in searching for suitable others for in-group support formation in future, in the second phase gossip is limited within the in-group members more intensely so that collective maintenance of group against the target/s may possible which marked by strong group feelings (in appearance or real) and in third phase gossip may initiated so to shifting alliances driven by proper competitive interest and negotiation of personal benefits and individual orientation. Although apart from first phase the last two phases may overlap and can't be demarcated by time variable but may practice at the same time.

We have also argued that inmates consciously staged their personality while gossiping and playing safe from each other's back by deliberately trying to manipulate insiders for required benefits as well as viewers for necessary vote. The game of impression management continued with gossip in which representation or misrepresentation of real or artificial self staged before audience even without any 'back stage' under such structural constrain exists in BB house. Although we did not argued by any means that gossip is alternative to Goffman's conception of 'back region' and do not consider that those who gossip most or frequent gossiper should win the title rather we maintained that those performer who employed gossip most efficiently and calculatively may assured the most probability of survival into the game of BB.

Lastly, we can say that gossip as a research area largely ignored in Sociological literature but as a matter of fact people often involved in gossip whether Sociologists, proper scientist or modern men in

formal organization. Moreover, as modern society is characterized by high degree of competition, rationality, calculability, formal organization, instrumental relation, restlessness and self-orientation than the prevalence of gossip in such a society required further in-depth research on dynamics of society-gossip and strategic self presentation into existential condition and the role it played for individual and consequences it created for broader society.

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