

You're fired

Life



**ASSIGN
BUSTER**

Two words that people will go to extreme measures to never ever hear, pray, suck up to their boss and even...work hard. As frightening as these two words are, they play an essential role in the genius programme that is the Apprentice and honestly, those two words are the provider of my weekly supplement of entertainment.

Have you realised just how downgraded television programmes have become? I have. The takeover of reality TV has completely lived up to new and changing consumer tastes but that doesn't stop the show bosses of ITV from taking it too far. TV now is all about the fake tan, the drama of break ups and arguments. The Only Way is Essex, otherwise known as TOWIE (yes that's the show that your children keep talking about) has officially taken over the meaning of television. The hair-tearing, teeth-wrenching-ly ridiculous programme means that I cannot turn on the TV without hearing "Well, jel." Sorry, what?

Thankfully, I have the Apprentice to keep me sane and just about alive. I've always found it most amusing to watch as the contestants introduce themselves "I'm better than unique; I'm naturally gifted in business," claimed last year's contestant Michael Copp who proved that he wasn't so gifted in business after all when he was given the finger only 3 weeks into the arduous competition. The finger that I'm talking about, "the finger of dreaded doom" I think it should be called, is in fact Lord Sugar's reputable gesture that does enough to send cold chills down my spine and leave contestants spluttering a combination of their tears and a part of their imperishable pride. Watching as they transform from the top dogs of the new business generation into helpless puppies that resort to pleading and

begging in the hope that Lord Sugar will give them a second chance is simply hilarious; that is what I call pure entertainment.

The Apprentice is simply one of the best shows on TV at the moment which has managed to do the impossible in maintaining the qualities of good television; something which seems to have completely departed from our 40 inch television screens that now seem to lack purpose with the sheer amount of abhorrent and atrocious programmes that seem to occupy them. The Apprentice is the only programme around that is innovative and fresh; its concept is unique and actually meaningful - amazing, right? Unlike any of the other reality TV shows, the programme lives up to its purpose in showing us the truth and harsh reality behind business. It is just a touch of pure originality and excellence.

It is becoming increasingly clear to see the importance that businesses have in modern society with successful businessmen having a tremendously important role in the world. The brilliance of this show is that it captures the truth about how business works in the real world and how you will really need more than just a dream to become successful. There aren't many business gurus out there like Lord Sugar who will be willing to give people the opportunity to learn such essential skills in such an important sector of society. For the contestants to complete such gruelling tasks, gives them the chance to learn valuable skills that they will be able to manipulate in order to succeed. It's not even just for the contestants; it's an opportunity for people, especially young people sitting at home to learn about it too.

I look forward to Season 9 and the next time that Lord Sugar sits down in the boarding room to announce “ You're fired”. Let the entertainment commence.