

Reality show



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Reality television is a relatively new fad in America that is sweeping the networks' ratings and redefining programming altogether. Reality television is a genre of television programming that presents unscripted dramatic, entertaining or humorous situations, documents real events, and usually features people chosen from the ranks of ordinary people and not professionally trained actors. A reality show provides exposure that people could not get anywhere else; giving non-celebrities the potential to become household names and land opportunities that otherwise may evade them.

Reality television often portrays a modified and highly influenced form of reality, utilizing sensationalism to attract viewers. Each channel has at least five 'reality' shows, each targeted at a different age group. We have adventurous shows like Roadies, Khatron Ke Khiladi, and Dadagiri, sappy theme-based romantic shows like Splitsvilla for the youth, and drama-filled shows like Perfect Bride and Pati Patni aur Woh for the ladies of the house. The elderly and religious folks are content with shows like Mahayatra.

Intellegent people were more than happy with KBC and other quiz shows, but now the craze for talent hunt shows like Indian Idol, India's Got Talent, Dance India Dance, etc. have been set for all kinds of audiences. There are many times where a reality show has no great education in it but there are even times when they teach you a lot and build one's moral. Reality TV often highlights constant fights or disagreements between groups, which raise the trp of the show. However, some reality shows may even show positive things, which viewers can learn and apply in their daily life.

For example, a person can learn about teamwork or be motivated in life to achieve their goals or even chase a dream. Gerbner's cultivation theory has best said as to why is it that people's mentality is changing. It seeks to explain the connection between the programming viewers watch and their perceived reality. " The more people watch television, the more they will come to view the real world as similar to the world portrayed on television and thus perceive a greater real-world incidence of the over-represented entities. "

There are two things about reality shows that attract viewers and generate controversy: the concept of reality or realism and the shock effect. It's a format that presents ordinary people in live situations and judges their emotions, behaviour or talent. People loved the idea of watching others in real life situations and how they deal with them and enjoying their misery and happiness at the same time. Many times the contestants are placed in unusual position and out of ordinary conditions, which excites the viewers to the core.

This is due to the fact that somewhere deep inside everyone, there lies a wish to do something out of the ordinary and this electrifies us and creates an unknown bond with the contestants. This is the basic concept why Reality shows are in demand more than any other TV show. Reality shows started with a bang and as they were a welcome relief to the mind numbing saas-bahu serials, they became quite popular. Indians are moving away with speed from watching bad daily soaps to reality shows and as audiences they bring all sorts of baggage with them.

Such formats usually invoke competition and offer big money as rewards and at the same time it is entertaining as the public gets to watch something different and new and get a break from the daily soaps which all seem to look the same with similar kind of stories. Most of the reality shows revolve around a particular issue or event that the audience can relate to and connect with the participants and make them feel involved as reality television allows the audience to be a part of the show. Many reality shows allow the audience to choose the winner through a voting system, ask questions, give them chance to be on the show, etc.

The interactivity factor definitely fetches the show a lot of following. Reality shows were supposed to break the clutter of the repetitive and monotonous soap operas that had flooded all the general entertainment television channels in the country. In no time, reality shows themselves have become the clutter. There are many such similar kind of reality shows on air across a dozen television channels hunting for talents in the same genre, this number will rise further in the near future, unless the channels are willing to creatively experiment with various television formats, there will be several me-too reality shows on the television screens which would get boring and uninteresting to watch. Though, due to, too much of these type talent-shows, it's losing its charm among many TV viewers. But then, talent shows among rival TV channels will bound to make them more competitive and new music talents, they have more platforms to showcase their talents which otherwise would have been unheard or would have gone unnoticed.

But, since various reality shows are being aired every week, the concepts behind most of the shows have become monotonous and boring. And today's

audiences prefer watching those reality shows that have a great entertaining value and can truly connect with the audience. But at times, it becomes difficult to come up with some original and fun ideas for reality shows that can hold the audience interest on a long run. In order to increase TRP of the program, the producer overdoses the theme of shocking the audiences and giving them surprise at every point.

The producers and the creative team sees to it that they do something entirely different from what the audience is expecting and shock them and completely twist the show, so the line “ Expect the Unexpected” suits reality shows. This is of course one wonderful way to break through the clutter. A good reality show tends to break the clutter very fast and that is what I want to create. Using my observations, interests, passions, and life experience to discover a subject that may hold entertainment value is the most important thing, which I kept in mind while choosing a reality, show idea.

Even though I have a talent hunt concept in mind, but what makes it different is that its not hunting for only singer, dancer or musician but it’s going to be a deadly combination of all the three. In this kind of a hunt which has yet not been experienced on Indian television and it not only builds up the talent but also builds their teamwork, co-ordination, leadership skills, creativity, versatility and many more things, as they have to work as a team and not as individuals.

The winners of various reality shows aren’t always lucky, while some enjoy celebrity status, others fade into oblivion and nobody cares how they are surviving now and due to lots of competition too they are seen nowhere in

the industry and that's the reason why I want to create a self made group of good talent who have their own shows and can survive on their own and where they do not have to be dependent on the Bollywood for work, where only a selected people have monopoly in the industry.

Since 2003, the music industry in Mumbai has been flooded with talent singers as an outcome of a number of music reality shows on Indian television. Every other channel right from Star to Zee to Sony to Channel V – has a music contest and every contest has its share of winners and every winner has a singing contract in his hand, but the question is how many really make it big in the industry? It is the case with dancing talent hunts – Dance India Dance, Chak Dhoom Dhoom, etc. all the winners of these shows too are famous for a while and then they go unnoticed or join some other talent hunt.