

Why has reality tv
become popular?



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Reality TV is a phenomenon that has now been the norm for a number of years. What is the reason reality TV has become so popular and what are the negative effects on young audiences? Discuss the differences between reality TV in America and/or other western countries and reality TV in the Middle East.

The bug word of my first research question is *REALITY PROGRAMS*. The trend of reality TV shows in today's surrounding is increasing and spreading like a fire in forest. Every channel wants a reality TV show once in a year to broadcast to increase and enhance their GRP'S. Why the rates of reality TV shows are touching the skies now days? Obviously, people are getting attracted towards those reality TV shows like a magnet. These reality TV shows are acting like gravity for the channels which attracts the attention of our society's conversations today. Not only ladies and women in their kitty's parties are discussing that reality TV programs like before they used to discuss on typical women oriented dramas, about their heavy jewelries and embroidered sarees. People from all age groups are watching the every season of reality TV programs. As the demand of these reality TV shows is increasing therefore channels are producing them annually in terms of seasons. And every season smashes the GRP of that channel as compare to previous season (Ramos, R. A., Ferguson, C. J., Frailing, K., & Romero-Ramirez, M. , 2013).

Now the question arises that why is the reality TV shows gaining importance and popularity so extensively? At first instance people used to hate them but once the train come on to the platform, no one resist catching that train. It means once the show has been broadcasted on TV, no one resist to watch

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the whole season that reality TV. The answer for the popularity of reality TV shows is that people start relating their own lives to the contestants on reality TV shows. People love to hear and watch the true stories and true events of every single contestant. People get bored on the scripted items. They want something new, something extravagant, something very much prodigiously attractive for their leisure time. And all these ravishing spending they can earn from reality TV shows (Bhatti, M. A., & Hassan, A. A. U. , 2014).

Everything which reaches towards the highest sky of fame, people in its surrounding is going to perceive something from them, whether it's in a good way or a bad way. Similarly it goes for the popularity of reality TV shows. What people do extract from them. Here we will discuss some facts about reality TV impact on our young generation (Gentile, D. A., & Bushman, B. J. (2012). , 2012).

- Physical Attractiveness And Sex Appeal

Numerous reality shows portray women idealizing beauty and slimness, giving the impression that a woman's value is based on her physical appearance, and that popularity is resultant from beauty. Reality cum Competition shows such as *America's Next Top Model* disseminate this idyllic, as women participate and compete with every of their opponent to gain a worthwhile modeling agreement (Krahe, B., Moller, I., Kirwil, L., Huesmann, L. R., Felber, J., & Berger, A., 2011).

- Acquisitiveness And Extreme Partying

Other conjoint values propagated by reality TV include acquisitiveness, and an idealism of a hard-partying and “superstar” lifestyle without respect for

values. Both *Rich Kids of Beverly Hills* and *Shahs of Sunset* portray the lives of privileged fresh adults living in southern California. They take overgenerous trips, wear fashionable and expensive clothes, spend a lot of money on alcohol-fueled parties, and are seldom seen employed consistent jobs (Ramos, R. A., Ferguson, C. J., Frailing, K., & Romero-Ramirez, M. , 2013).

Difference between reality TV shows in Western Countries and Middle East countries is not very much unlike. Infact the reality TV show which western countries announces and if it gains popularity to its highest level then most seldom Middle East countries copied them and introduces them in their own country. And again that copied reality TV show also gains importance and popularity at its height. For Example:

Western Reality TV Show: The Big Brother

Eastern Reality TV show: the Bigg Boss

Both of them gains extreme popularity not even in their own countries but also across the globe.

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