

REGIONALNI CENTAR ZA TALENTE VRANJE

**THE PHENOMENOM OF REALITY SHOWS
FENOMEN RIJALITI-ŠOU PROGRAMA**

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ABSTRACT

Reality television is a genre of TV programming which presents purportedly unscripted dramatic or even humorous situations, documents actual events, and normally features ordinary people instead of professional actors, and at times in a contest or other situation in which a prize is awarded. The phenomenon of reality show has been one of the topics which have caused numerous disagreements among experts, but ordinary people too, due to its content. Considering that young people are constantly exposed to various phenomena, which affect them in different ways, the aim of this research is to examine the role reality shows play in our everyday lives and discover the way they especially affect the youngsters of the Jablanica district. Moreover, this research is likely to outline the most common reasons for watching this type of TV programme, in order to find out if reality shows are being presented, as it is claimed on various TV stations, because viewers are satisfied with reality TV in general, or if it owes its major popularity to the lack of more quality programme.

key words: reality show, phenomenon, TV programme, research, youngsters, effect

REZIME

Rijaliti televizija je žanr TV programa koji navodno prikazuje unapred neosmišljene dramatične ili smešne situacije, beleži stvarne događaje i uobičajeno za aktore ima obične ljude umesto profesionalnih glumaca. Ponekad se rijaliti šou javlja u vidu takmičenja ili drugih situacija koje se nagrađuju. Fenomen rijaliti šou programa je jedna od tema koja izaziva brojna neslaganja, kako među stručnjacima, tako i među običnim ljudima, zbog svog sadržaja. Uzimajući u obzir da su mladi ljudi izloženi različitim fenomenima, koji različito utiču na njih, cilj ovog istraživanja je da ispita ulogu koju rijaliti-šou programi igraju našoj svakodnevici i otkrije na koji način utiču posebno na mlade u Jablaničkom okrugu. Takođe, rezultati ovog istraživanja trebalo bi da istaknu najčešće razloge za gledanje rijaliti-šou programa sa ciljem da otkrije da li je prikazivanje rijaliti-šou programa, kako tvrde brojne TV stanice, uslovljeno zadovoljstvom gledalaca rijaliti TV programom, ili ovakav tip emisija duguje svoju popularnost manjku kvalitetnijeg programa.

ključne reči: rijaliti-šou program, fenomen, TV program, istraživanje, mladi, uticaj

INRODUCTION

Although the history of reality programs itself dates back more than 60 years, the first idea of reality TV programme in the way it is presented these days originated in George Orwell's futuristic book named 1984, which was written in 1949. Led by the idea that one day, in the future, no one will be able to hide from the eye of a camera, his idea of Big Brother set durable foundations of reality show programs.

However, reality programs actually originated on radio, in 1950s. A radio show, Night Watch, a precursor to Cops, was the first programme of this kind. These shows were made in order to follow police officers during their patrols in Culver City, in California.

Shortly after it originated on radio, in 1973 the first reality TV show, named American Family, drew the attention of over 10 million interested viewers who thoroughly monitored family's every move. In 1970s and 1980s people tended to watch scripted comedies or dramas, so reality TV was put back into the corner suddenly after it had begun. Reality show comeback happened in late 1980s, but its major influence started with MTV's Real World, spreading through shows such as Big Brother and The Apprentice and has never stopped. From the USA this fresh, new and yet unseen type of programme has spread across the world very quickly and since then the whole world has been shaken by reality TV fever. Along with the new millennium, exciting reality programs, such as Pop Idol or Survivor, have been presenting a new idea. In its various forms and shapes, this type of reality show programs are nowadays present in wide range of countries, effecting, as it is claimed, a vast number of world's population.

Considering the influence reality show programs have in our lives and media manipulation that is present on most TV stations, the research is conducted in order to find out how and why reality show programs affect the youngsters in the Jablanica district. Its aim is to discover the nature and amount of effect this type of programs has on people from the district, so that positive effect can be increased and the amount of negative one reduced.

HYPOTHESIS: It is expected that reality show programs are watched by majority of people in the Jablanica district. Moreover, it is supposed that reality show programs are watched equally by men and women. It is possible and likely that this type of programme is mostly watched by middle age people. My own hypothesis is that reality show programme in general presents morally unacceptable role models whose way of acting and living does not give right, proper examples to youngsters. The other hypothesis of mine claims that reality shows are very overrated and people are turning to them because the lack of quality or at least different and more acceptable types of TV programme.

ELABORATION

GENERAL DATA ABOUT THE SURVEY

The number of people included in this research is 217 and their results are divided in two categories (male and female) and three age groups (12-14 primary school students, 15-17 high school students and 32-57 middle age people). Examinees have been chosen by the method of convenience sample. The number of examinees in the first two age groups is larger than the one in the third group with a purpose, because the research main goal is to discover the effect of reality programs on young population in the Jablanica district. The examinees are conducted by a poll (the poll given to examinees is attached below) specially designed to fit aims of the research. Each one of the examinees filled in the form of the poll and his answers are carefully analyzed and the average results for each group have been taken out.

In order to present the results of the research, the numbers are presented for every of the age group separately.

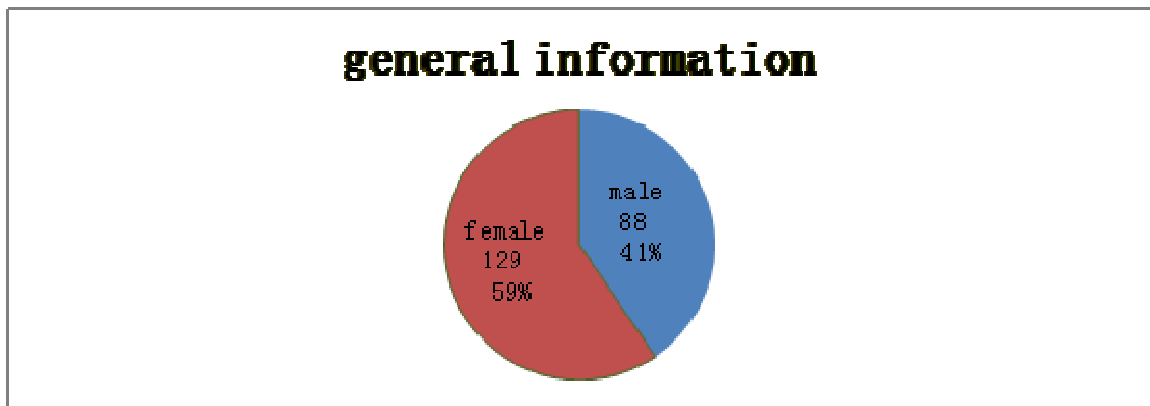


CHART 1

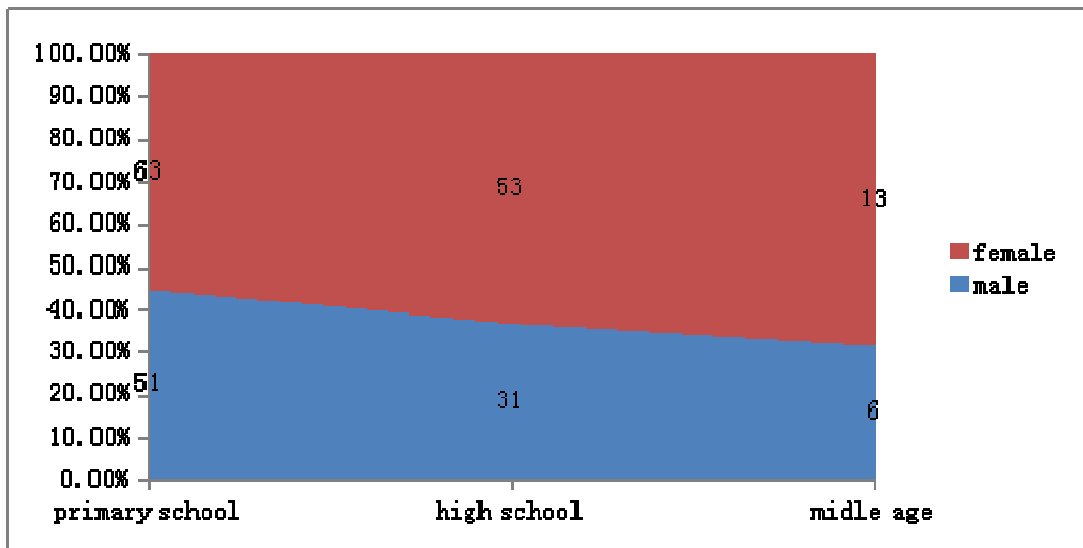


CHART 2

12-14 PRIMARY SCHOOL STUDENTS

In total, there have been 114 examinees from this age group, which is 52% of all the examinees in general. In order to find out if reality show programs are watched equally by both genders, the results for this group are separated in two groups (male and female).

MALE

Exactly 51 males have been conducted by the survey. In general, 36 of them (71%) watch some kind of reality show programme and 15 do not (29%). The ones who do not watch reality show programs are familiar with their content (12/15, 80% completely familiar: 4/15, 27% and partly familiar 8/15, 53%). The number of the ones who are not familiar with this kind of TV programme is very low (3/15 or 20%). The most common reasons for closely following the lives of contestants in particular reality show programs are: "Because it is amusing and entertaining.", "Because of boredom." and "Because of contestants or judges." and the most common reason for not watching is the lack of interest (11/15 or 73%) in contrast to the lack of free time (4/15 or 27%). The examinees from this group mostly watch their favourite programme for an hour a day or less (20/29 or 69%), although there are the ones who spend 2 or more hours in front of their TV because of reality shows (9/29 or 31%)¹. When it comes to constancy in watching, it varies. For most of the examinees keeping up with their favourite reality show programme depends on other factors such as daily obligations (16/36 or 45%). However, a lot of males examined do not miss an episode of their favourite programme (12/36 or 33%). The least number of the ones conducted watch their favourite reality show from time to time (8/36 or 22%). What is more, most of the examinees discuss the highlights of some reality show with their friends (24/36 or 67%; very often 11/36 and rarely 13/36). There are the ones who do not discuss the highlights of reality shows with their friends (11/36 or 31%). As voting is the regular part of every reality show, the results of the poll have shown that most of the males from this age group do not take part in voting for their favourite participant of reality programme (23/34 or 68%). However, there are the ones who do take part in voting (11/34 or 32%; occasionally: 8/34 or 23%, regularly: 3/34 or 9%). Trying to find out the priorities the males from the age group 12-14 make, the results of the survey present that daily obligations usually come before watching a reality show (for 19/32 or 59%). Some of the examinees watch the show before doing anything else (5/32 or 16%). There are also the ones whose priorities are not clearly defined, meaning that they sometimes put daily obligations in front of a reality show, and sometimes not (8/32 or 25%). Mostly, watching reality show programs has a relaxing effect on the examinees (26/36 or 72%), although a negligible number of examinees feels nervous after watching a reality show, especially if something they do not like occurs (10/36 or 28%). In order to find out if there is the awareness of the possibility to become a reality show addict, the results of the research present that most of the ones interrogated believe that there are reality show addicts (30/36 or 83%), and just a few of them believe that there are no such people (6/36 or 17%). In the end, the participants of the poll were asked to express their general opinion about reality shows and their effect on youngsters.

¹ Because some of the examinees have not given the answer to this question, they are not calculated in the total number in order to keep percentage as accurate as it is possible. This may happen in further parts of the research.

Most of the examinees find reality show programs negative and a waste of time; there are even the ones who would like to ban them, the ones who believe people should watch something better or spend more time with friends. However, there are a few males who claim reality show can have positive influence to viewers.

FEMALE

Overall, 63 female from 12-14 age group have been conducted by the survey. The results are presented bellow. In total, 47 females *do* watch reality show programme (75%) and 16 do not watch any type of reality show programme (25%). Most of the examinees watch their favourite show 1 hour a day or less (33/47 or 70%) and there are not a lot of females from this age group who spend 2 or more hours in front of their TV because of a reality show (14/47 in 30%). The ones who do not watch any reality show programmes are mostly familiar with the content of at least one reality (13/16 or 81% completely familiar 2/16 or 13% and partly familiar 11/16 or 69%). The number of the ones who are not familiar with the content of any reality show is very low and almost negligible (3/16 or 19%). Most common reasons for watching reality shows of different kinds are: "Because they are entertaining and amusing.", "Because of boredom.", "Because of music.", "Because of celebrity participants."... In contrast, reality shows are not watched mostly because of the lack of interest for this type of TV programme (14/16 or 88%), but also because of the lack of time (2/16 or 12%). If constancy in watching favourite reality show is observed, it is obvious, at least by results of this poll, that females in this age group mostly spend 1 hour a day or less in watching a reality show (33/47 or 70%) in contrast to the ones who need 2 or more hours a day for keeping up with the content of a reality (14/47 or 30%). For a large number of the examinees, watching a reality show programme depends on other factors, such as their daily obligations (24/47 or 51%). There are also examinees who have claimed that they watch their favourite reality show programme from time to time (10/47 or 21%). However, there is a number of examinees who do not miss an episode of their favourite reality show (13/47 or 28%). The results from this group emphasize the fact that reality shows are, regularly or not, one of main topics female examinees discuss with their friends (regularly: 19/47 or 40% and rarely: 26/47 or 55%). There are the ones who do not discuss the highlights of some reality shows with their friends, but their number is very low (2/47 or 5%). When it comes to voting for a favourite contestant of some reality show, the largest number of examinees does not take part in voting (34/47 or 72%). In contrast, there are the ones who vote, regularly or from time to time (13/47 or 28% - regularly: 2/47 or 4% and from time to time: 11/47 or 24%). None of the females interrogated by this survey has watching reality shows as a complete priority over their daily obligations. Some of them take care of all daily obligations before watching a reality show (23/47 or 49%) and there are the ones who do not have clearly defined priorities, meaning that they sometimes put daily obligations in front of a reality show, and sometimes not (24/47 or 51%). The viewers of reality show programs from this group are usually relaxed while watching their favourite show (32/47 or 68%) in contrast to the ones who get nervous or upset by a reality show (15/47 or 32%). When questioning awareness of reality show addiction, most of the examinees believe that there are people addicted to reality show programs (41/47 or 87%) in contrast to a small number of the ones who do not believe such people as reality show addicts exist (6/47 or 13%). General opinion about the effect of reality shows on viewers

is that this type of TV programme is very influential on the lives of young people and the influence it has is mostly negative, some believe brainwashing. On the other hand, it is claimed some reality shows, such as talent contests, are positive and motivating for youngsters.

15-17 HIGH SCHOOL STUDENTS

This research has included exactly 84 high school students, 31 male and 53 female students. In order to examine if reality show programs are watched equally by both genders, the results for this group are separated in two groups (male and female).

MALE

In general, 31 high school male students have been conducted by the survey. Exactly 24 male examinees from this age group declared themselves as reality TV viewers (24/31 or 77%) and 7 of them do not watch any type of reality programmes (7/31 or 23%). Most of the males from this group who do not watch reality TV are completely unfamiliar with the content of any reality show programmes (5/7 or 71%). Just a few of them are partly or completely familiar with the content of a reality show (2/7 or 29%, partly familiar 1/7 or 14.5% and completely familiar 1/7 or 14.5%). As most common reasons which have drawn their attention to a particular reality show programme, the participants of the research from this group quote: "Because of amusement and entertainment.", "Because of boredom.", "Because of contestants."... The ones who do not spend time watching reality TV said the main reason for that was the lack of interest for that type of TV programme (5/7 or 72%) and the lack of free time (2/7 or 28%). Most of the examinees sacrifice 1 hour a day or less for watching their favourite reality show programme (18/23 or 78%)². However, there are also the ones who watch reality TV for at least 2 or more hours a day (5/23 or 22%). The largest number of the ones conducted by the research claim they watch their favourite reality show from time to time (12/24 or 50%). The number of the ones who do not miss an episode is (6/24 or 25%) and the ones whose watching a reality show depends on other factors such as daily obligations is the same (6/24 or 25%). The highlights of a reality show seem to be the topic which males from this group do not discuss about (23/24 or 96% do not discuss it with friends and just 1/24 4% from time to time discuss reality show highlights with his friends). The males from this group mostly do not vote (21/24 or 88%) in contrast to the ones who do (3/24 or 12% occasionally 2/24 or 8% and regularly 1/24 or 104%). When it comes to priorities, the results have shown that most of the examinees either consider daily obligations a priority over watching reality show programme (10/22 or 45%) or have no clearly defined priorities, meaning they sometimes do daily obligations before watching a reality show and sometimes not (10/22 or 45%). Only few of the examinees watch their favourite reality show before doing anything else (2/22 or 10%). Watching a reality show is usually an activity which makes examinees relaxed 21/24 or 88%), although there are the ones who get nervous or angry especially when some incident takes place in their favourite reality show programme (3/24 or 12%). The opinion about the existence of reality show addicts is divided as a bit more than half of the examinees believe there are people who

² Again, not all of the examinees have answered this question.

are or who are in danger of becoming reality show addicts (16/31 or 52%) and almost whole other half of the ones conducted by the survey claims the opposite (15/31 or 48%). Mostly expressed attitudes about reality shows are that their effect on young population is negative, violent, that some reality shows should be banned, that reality TV is not presenting right and positive role models but also that their effect is positive and that it depends on the personality of a viewer.

FEMALE

This research covers a group of 53 female high school students. In general, 27 examinees claim they do watch reality TV (27/53 or 51%) and almost the same number of them, 26, do not watch any kind of reality show programme (26/53 or 49%). However, a large number of the ones who do not watch reality programs interrogated by the research is familiar with their content (16/26 or 62% completely familiar: 11/26 or 42% and partly familiar 5/26 or 20%). There are the ones who are completely unfamiliar with the content of any reality shows (10/26 or 38%). The most common reasons for watching reality TV are: entertainment and amusement, boredom, celebrities as contestants or judges, music, talent... A dominating reason for not watching this type of TV programme is the lack of interest (21/26 or 80%) in contrast to the lack of time (5/26 or 20%). It is mostly an hour or even less time spent on watching reality TV (19/27 or 70%), although there are the examinees who watch their favourite reality show for 2 or more hours a day (8/27 or 30%). The largest number of the ones conducted by the survey watch a reality show from time to time (16/27 or 60%). For some of the examinees watching a reality depends on other factors, such as daily obligations (6/27 or 22%), but there is a group of examinees who do not miss an episode of their favourite reality (5/27 or 18%). The highlights of some reality shows are, constantly or occasionally, the topic which females from this group do discuss about with their friends (25/27 or 93% constantly: 7/27 or 26% and occasionally: 18/27 or 67%). The number of the ones who never discuss about the highlights of a reality show is almost negligible (2/27 or 7%). When it comes to voting for their favourite contestant, most of the examinees claim that they never have participated in voting (21/27 or 78%) in contrast to the ones who vote regularly or from time to time (6/27 or 22% regularly: 4/27 or 15% and from time to time: 2/27 or 7%). The largest number of females from this group conducted by the research have no clearly defined priorities, they sometimes put their daily obligations in front of watching a reality show and sometimes not (11/27 or 41%). It is also followed by a large number of the ones whose priority is doing their daily obligations before watching their favourite reality (10/27 or 37%). There is the least number of females who put reality TV in front of their daily obligations (6/27 or 22%). Most of the examinees are relaxed while watching a reality show (22/27 or 81%), although there are the ones who get upset or nervous when some incident they do not like occurs (5/27 or 19%). The examinees mostly agree there are reality show addicts (39/53 or 74%) in contrast to the ones claiming there is no such addiction (14/53 or 26%). The opinions about the effect reality TV has on viewers differ. Some believe reality show programs have negative influence on viewers of any age, that they make viewers passive and less intelligent, that they are useless or that reality TV should be banned in contrast to the ones who believe that the effect it has depends on a

personality of a viewer or do not have formed opinion.

32-57 MIDDLE AGE GROUP

The survey conducted covered 19 people from a middle age group (32-57). There have been 6 male and 13 female examinees. In order to examine if reality show programs are watched equally by both genders, the results for this group are separated in two groups (male and female).

MALE

Exactly 6 males from a middle age group (32-57) have been conducted by the research. Just one of them watches reality show programs (1/6 or 17%) in contrast to 5 of the examinees who claim they do not watch any type of reality show programme (5/6 or 83%). Most of the ones who do not watch reality TV are familiar with the content of one or more reality shows (4/5 or 80%) and a smaller number of them is not (1/5 or 20%). A gentleman who watches a reality quotes entertainment and spending his free time as the main reasons for watching and all of the others have the same reason for not watching reality TV – the lack of interest for that kind of TV programme. The individual watches his favourite reality show programme for about an hour a day. Moreover, he regularly watches his favourite reality show, rarely talks to his friends about its highlights, rarely votes for a favourite contestant, has no clearly defined priorities (a reality show sometimes comes first, before daily obligations and sometimes not), his favourite reality makes him feel relaxed. Unfortunately, he has no formed opinion about the effect of reality TV on viewers of all age, especially youngsters. All of the examinees agreed there are reality show programme addicts. The attitude they expressed towards reality TV is negative, quoting a waste of time as the main negative aspect.

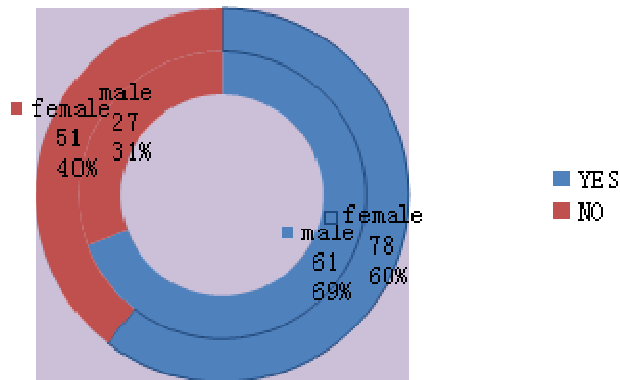
FEMALE

The poll examined 13 females from a middle age group (32-57). Exactly 9 ladies choose not to watch reality TV (9/13 or 69%) in contrast to 4 of them who do watch reality show programs (4/13 or 31%). As the main reasons which have drawn their attention to particular reality shows examinees quoted entertainment and talents. The females who do not watch any type of reality show programme claim it is because the lack of interest for this kind of TV programs. However, most of them are familiar with the content of a reality show (7/9 or 78%) and a small number of the ones who are completely unfamiliar with the content of any reality show programs (2/9 or 22%). The ones who watch spend 1 hour a day or less time in front of their TVs because of their favourite reality. They watch a reality show more or less regularly (the main factors for not watching are daily obligations). For all of the examinees, daily obligations are priorities over keeping up with favourite reality show. Most of the ladies from this age group discuss, often or rarely highlights of a reality show with their friends (2/3 or 67% often: 1/3 33% and rarely 1/3 33%) and there is one who does not (1/3 or 33%). None of the females conducted by the survey vote for the contestants of reality show programs. Watching their favourite reality show makes the examinees relaxed. There is a slight disagreement related to the existence of reality show programme addiction, but most of them believe reality show addicts do exist (7/9 or 78%) and only a few examinees do not think so (2/9 or 22%). Moreover, the examinees are in agreement that reality TV has a strong and negative influence on

youngsters. They see reality TV as a special type of voyeurism and escape from reality.

GENERAL RESULTS

General results should sum up the results of the research presented above and outline some facts which are most common and characteristic for reality show programs, their viewers, reasons for and against reality TV and general opinion of the people from the Jablanica district about the topic.



It is obvious that most of the examinees do watch reality show programs (139/217 or 64%) and a much smaller number of them do not (78/217 or 36%). Even more individuals conducted by the research are familiar with the content of at least one reality show (193/217 or 90%) in contrast to a very small number of the ones completely unfamiliar with the content of any reality show programme. The main reasons for watching some reality show programme are: entertainment and amusement, boredom, celebrities as contestants or judges, music and talent. In contrast to that, a dominant reason for not watching any type of reality show programme is the lack of interest (64/78 or 82%), followed by a much smaller number of the examinees who do not watch reality TV because of the lack of free time (14/78 or 18%). Reality shows are usually watched for an hour a day or less (95/133 or 71%)³, although there is a number of the ones who watch reality TV for 2 or more hours a day (38/133 or 29%), which is not negligible. Watching a reality show for the largest number of examinees depends on other factors, such as daily obligations (56/139 or 40%). It is followed by the number of the ones who watch reality TV from time to time (47/139 or 34%). Least, but not negligible is the number of the ones who do not miss an episode of their favourite reality (36/139 or 26%). Discussing the highlights of some reality show is very common and most of the examinees *do* discuss it, regularly or occasionally (98/137 or 72% regularly: 38/137 or 28% and occasionally: 60/137 or 44%). The number of the ones who do not discuss the highlights of a reality show is lower (39/137 or 28%). The examinees mostly do not participate in voting for the contestants of a reality show (103/137 or 75%) in contrast to the ones who *do* vote (34/137 or 25% regularly: 10/137 or 7% occasionally 24/137 or 18%). For most of the examinees finishing their daily obligations comes before watching reality TV (66/133 or 50%). This number is closely followed by the number of the ones who sometimes put a reality show in front of their daily obligations and sometimes not (54/133 or 40%). The

³ There are 133/139 examinees who have answered this question.

lowest is the number of the ones to whom watching a reality show is priority over daily obligations (13/133 or 10%). Most of the people conducted by the research claims they feel relaxed while watching their favourite reality show (106/139 or 76%), although there are those who get nervous, angry or upset by their favourite reality show programme (33/139 or 24%). As the awareness of reality show addiction rises around the globe, the examinees have been asked for the opinion about the existence of such addiction. They mostly believe there are people addicted to reality TV (139/182 or 76%) in contrast to the ones who claim such addiction does not exist (43/182 or 24%). Most of the examinees, who do or do not watch, share the opinion that reality TV effects young population strongly and negatively. Moreover, reality shows have been seen as time-wasting, brainwashing and useless. However, there is a number of people who believe reality shows, especially the ones in a form of music or talent contests, can be motivating for the youngsters.

MOST COMMONLY WATCHED REALITY SHOWS IN THE JABLANICA DISTRICT

1. First voice of Serbia
2. Serbia has got a talent
3. Big brother
4. Survivor
5. Farm
6. Adulterers
7. Grand's stars
8. The moment of truth
9. The X factor
10. Jersey shore

DISCUSSION OF THE RESULTS

The research has proved that there is no significant difference between the number of males and females who watch reality show programs. Reality TV is almost equally watched by both genders. Moreover, the survey refuted the hypothesis that reality shows are mostly watched by middle aged people. In contrast, it has shown that young people, especially teenagers, are the one of the largest target groups that the makers of reality programme always have in mind.

The main conclusion which can be drawn from the result presented on the pages above is that reality show programs are very popular and influential, considering a great number of people who watch some kind of reality show and even greater number of the ones who are familiar with the content of some reality shows. It seems logical to conclude that reality TV has an enormous influence on the lives of the young people living in this county.

If observing main reasons for watching reality TV, it becomes obvious that the main two reasons are entertainment and boredom. In order to entertain people, TV stations should produce more quality programs which contain educational and cultural element combined with some amusing content and offer an average TV viewer a wide choice of contents which are entertaining. Moreover, there are other possible entertaining activities, except watching television, such as having a walk with a friend, listening to music, jogging,

reading a book... In order to escape the feeling of boredom people, especially youngsters, turn to TV as the only source of amusement. Offering teenagers brand new ideas how to quality spend their free time would lead to decreasing of, as everyone agreed, mostly negative influence reality show programs have on young viewers lives. Moreover, the numbers of reality shows which are declared as positive, such as talent and music competition, should be increased in order to provide a young generation more motivation and aspiration to develop their skills, to emphasize the importance of hard work and fair play.

It is possible, as many examinees suggested, that many people see reality TV as an escape from cruel reality and that reality shows provide an easy and fast way of earning money and fame in the time of great economical crises. This theory is corroborated by the fact that most reality show viewers do not vote for the contestants, because of a terrible financial situation in our district. However, reality shows still present unethical and amoral ways to become rich and famous, which forms the opinion of the youngsters whose attitudes are still unformed. There is an alarming number of people whose priority is watching a favourite reality show. It is probably caused by dull and unbearable daily obligations which just remind people of the severe conditions they are living under, contributing the popularity of reality TV which present a land of milk and honey, a place where you get paid for doing nothing but being lazy, rude, amoral... In that way, reality shows are contributing to generations of young people with twisted moral values, without ethics and the ones unprepared to do hard work in order to achieve their aims.

The world reality TV provides to youngsters seems so attractive that, while not watching, most of them are discussing highlights of a reality they watch. There is an alarming number of the ones who spend 2 or more hours a day watching a reality show (29%) which is expected to increase. The fact that youngsters in our district watch even American reality shows proves the strength of this global phenomenon. While observing the awareness of the existence of reality show addiction, although most of the examinees accept such addiction as real and true, an alarming number of survey participants refuse its existence, probably because of a scary fact that some people from this district could be in danger of becoming reality show addicts. The same alarming number of people sees denying this addition as the only way to fight or ostensibly decrease the influence this phenomenon has. Positive results of the survey such as usually spending an hour or less a day watching reality TV and not watching this kind of programme because of the lack of interest still prove that there is faith in change and the battle against the negative influence of reality TV has not been lost, yet. Reducing the power this phenomenon has is not a piece of cake, but it is possible. The influence of reality shows can be reversed just by using them and their contestants as a model of right, moral and ethic values.

CONCLUSION

Reality show programs are a global phenomenon which effects youngster across the globe. It also has an enormous influence in the Jablanica district, considering the number of viewers, especially the young ones, this type of programme has. The research has proven that there is no difference between the genders, when popularity of this phenomenon is observed. The results of the survey have shown that people also turn to

reality TV because of the lack of more quality programs. As different social, economical and psychological factors are contributing to popularity of reality TV it cannot completely vanish from our TV stations. Actually, the strength of this phenomenon could be used for emphasizing right moral values to young generations, giving them positive examples and motivating them to work hard and achieve their aims. The influence of reality TV cannot be denied or stopped, but it can be reversed in a positive way. The strength of this phenomenon is enormous and the ones who discover ways to control it and create different kind of role models, the ones who are presenting acceptable and desirable ways of behaviour will be able to create new generations who are ready to stand up for themselves and maybe improve the situation people in this district and the whole country are into.

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