



REALITY SHOW AND ITS IMPACT

ISHA SAPRA

Assistant Professor in English, D.D. Jain College for women, Ludhiana.



ABSTRACT

'Realism sought a truthful portrayal of contemporary life a Slice of life from objective view point'. It is under the effect of Britishers the process of westernization started television is a technical gift by Britishers. Literature and T.V. emerged as artistic medium that best expressed the social, economical and philosophical concerns of day, moving away from issues and style associated with romanticism. In 1950's and 1960's art, novel, theatre and film television plays which used as style of social realism. It included Kitchen sink realism that focused on showy quotidian activities and life. It was a general attempt to depict subject they considered to exist in third person. But with changing trends our television show got tremendous changes. In these days real life crime stories are entertaining viewers are television sets are sizzling with reality shows and real life crime stories. Serials like 'Crime Petrol', 'Saavdhan India' are based on shocking real life. Crime Stories, the makers are leaving no stone unturned in spicing up the show. This article covers a new genre reality shows, its impact on youth and parent's views are considered with the help of survey method.

Keywords: social realism, new genre, psychological impact, cultural hegemony, cultural materialism.

Article Info:

Article Received:15/01/2015

Revised on: 25/01/2015

Accepted on: 28/01/2015

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INTRODUCTION

Reality shows are amongst various categories of television shows that constantly receives constant appreciation. This genre has began in 1991 with Dutch Series 'Nimmer 28'. Reality shows are generally consist of unscripted situations and events appearing on television. There can be presence of certain rules, confessions, make-over's, renovation, self improvement, special leaving environment, hidden camera and many more. Reality shows bring together strangers and their interactions. These shows and a number of other became social franchises spawning local version in dozen of countries included India, Pakistan (female

participants are not allowed) Indonesia, New Zealand, China, Japan and many more. Reality shows like 'Big Brother', 'Big Boss', 'American Idol', Indian Idol, Roadies, Splitsvilla and many more are hypnotizing young generation. They are after crazy after reality shows. 'Big Boss' is stereotype of 'Big Brother'. Big Brother got fame in India, because of presence of Shilpa Shetty the Indian Diva show got TRP when she got insisted in a verbal fight with other participant. In many countries including India reality shows surpassed daily soaps as the most watched programmes in the air, especially in Indonesia. These shows also considered as a topic of discussion whether they are beneficial or harmful.

Reality shows became an issue of many debates even among politicians.

METHODOLOGY

The Survey method was used in researching about the popularity and impact of reality shows. Teenagers, adult, middle-aged person and people above twelve and below fifty were questioned for the survey. People from Delhi, Mumbai, Punjab, Kashmir and Calcutta were questioned for the study. Most of the people below 35 were daily viewers of reality shows. The people were interrogated for the following points. :

- 1) Psychological Impact
- 2) Cultural Impact (Cultural Hegemony and Cultural Materialism)

Psychological Impact: We watch Competitions, flirtations, jealousy, hedonism, intoxication, Sexappeal, impulsivity. Most of the reality shows play with our sensations. In a reality show physical relations are openly exposed and many shows of foreign origin that shows stages and feeling of pregnant women through real pregnancy cases. These shows tend to glamorize pregnancy among teenagers.

Case Study : A girl, aged 17 wanted attend to party with big tummy, it would satisfy her feeling to be pregnant.

Love affairs of participants are depicted in the splitsvilla that leads the whole game of splitsvilla. Our society with increasing number of love affairs can be a result of western culture and reality shows are product of west. It is kind of trend among youth to have a partners. If they do not have a hot and rich partner it means you are not attractive enough. This mentality leads to increasing number of many love affairs. Once a celebrity had a lip surgery in a reality show and many girls wanted to look like her they got inspiration of surgery to look good.

Case Study :Nupur Gogiya aged 22 want a surgery on her nose as she want a sleek nose.

Psychological Approach :Sigmund Freud had discussed the fact that there is presence of Id, Ego and superego in human psyche. Id is based on inner instincts (Sex, hunger), Ego is based on reality principle and Super ego is based on morality principle. Freud's opines that "... The ego is that part of Id which has been modified by the direct

influence of the external world acting through that perceptual conscious : in a sense it is an extension of the surface-differentiation. Moreover the ego has the task of brining the influence of external world to bear upon the Id and its tendencies and endeavors to substitute the reality principle for the pleasure principle which reigns supreme in the Id devolves upon instinct. The ego represents what be call reason and sanity, in contrast to the Id..."

DISCUSSION

It has faced a huge criticism. They glamorize vulgarity and materialism. As reality shows are full of sex, conflict, shame, intoxication, narcissism they effect are way of thinking. According to psychological view by making constant touch with above mention emotions we're more of distractible, syphilitic, novelty seeking numb, over stimulated. We are paying for it with our mental health. When we watch reality shows it is generally considered by us real and guiding principle. In this way, we built our ego according to the snazzy and saucy life presented in the reality shows but is not necessary that our real life situations and people will digest our ego that is basically a product of reality shows. So it can effect are real life.

CULTURAL HEGEMONY

The theory of cultural hegemony is given by communist intellectual and Antonio Gramsci. Cultural Hegemony means domination of one class (economically stronger) over other social classes cultural hegemony produces a kind of stratified social class were each distinct social and economic class has its views and values it stimulates its members to behave in a particular way which is most desirable in society. Our society obsesses over celebrities we are keen to know about which shampoo they used, how many babies they are having, which perfume they are using, with whom they are dating, which car they have bought and many other things. Many reality show that generally brims with the presence of celebrities are satisfying our basic questions. As a result of exposure of many costly and branded products which are being used by our favourite celebs. We generally try to follow them. As a result of it our youth became very much fashion conscious.

Case Study : A girl Riya, age 17 has preferred a particular brand because her favourite star had wrist watch of that brand. It was very expensive one and was not according to Riya's budget. That's why she has opted for part time job to buy costly and branded products.

DISCUSSION

When men, women or a child perceives the social structure of bourgeois cultural hegemony, their personal common sense starts playing dual role. As a result of it there can be discrepancy in perceiving the status quo.

CULTURAL MATERIALISM

A realistic literary work or text does not depict only culture but it also contributes to the creation of that culture.

Reality shows and reality based T.V. serials like 'Savdhaan India' 'Crime Patrol' and 'Emotional Atyachaar' not only depict culture or real life conditions but also contributed to the constitution of new cultural environment.

Case Study: As the daily viewer of a reality show, Shweta age 19 wants to take loyalty test of her partner.

After watching Master Chief many house wives wants to be a good cook.

DISCUSSION

Though change in culture the modifications and alterations. Many reality shows boots our children and bring competitive spirit in them. Culture change suggests that there is variation in the phenomena over a particular period of time.

Any change in a system as a foreign unwanted agent since the very nature of the society is to persist itself. Gradually, new elements gets fused into the older values. When a new strategy is made and its effect is demonstrated it is not likely to disappear. When a new cultural is super imposed on an old one a lots of dislocations are caused.

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