

CREATING SENSITIVITY THROUGH REALITY SHOW: STUDY OF TELEVISION REALITY SHOW IN INDIA, *SATYAMEV JAYATE*

PARUL NANGAL¹, SHWETA ANAND (CORRESPONDING AUTHOR)² & ANJALI CAPILA³

¹Research Scholar, Department of Development Communication & Extension, Lady Irwin College,
University of Delhi, Delhi, India

²Junior Research Fellow, Department of Development Communication & Extension, Lady Irwin College,
University of Delhi, India

³Associate Professor, Department of Development Communication & Extension, Lady Irwin College,
University of Delhi, Delhi, India

ABSTRACT

In today's world where communication is fast changing and the various forms of communication are dwelling into the lives of the people. People have started increasingly depending upon television to look up for not only entertainment per say, but also as a means to satisfy their informative and affective needs. This study is an attempt to study the potential of media in forming perceptions of the people in order to gain insights into the impact the various television opinion leaders can potentially have in setting the images in the mindset of the audience using an example of a television reality show. The findings clearly reveal that television shows backed by sound research and clarity of message can act as potential change agents in modifying the perceptions of the audience and generating increased sensitivity towards various social discords.

KEYWORDS: Edutainment, Media, Opinion leaders, Reality Show