

A COMPARATIVE ANALYSIS OF THE INDIAN AND THE WESTERN AUDIENCE FOR TV REALITY SHOWS

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ABSTRACT

Most of TV Reality Shows telecasted in India are adaptations of the western shows. Some of the shows telecasted in western countries have been very successful. Similarly Indian shows mostly replicas of western shows have also become immensely popular. However Indian producers have not taken into account heterogeneous nature of the Indian audience while adapting TV Reality Shows. Not only have the western media scholars highlighted many faults in the existing methodologies to measure the interest of the audience but also have emphasized the study of audience. This defect becomes all the more glaring in India as the shows telecasted after adaptation, methodologies used for measuring audience interest etc are all foreign. In addition to this there is an immense difference between the western audience and the Indian audience in terms of constitution of the audience and their receptivity to the genre of TV Reality Shows. Through this paper an attempt is being made to study the differences between both the categories of audience so as to make such shows more appealing to the Indian audience in particular and to the society in general.

KEYWORDS: Audience, Constitution of the audience, Methodologies, TV Reality Shows.