



SWAN LAKE:
MOVING IMAGE & MUSIC AWARD

Reality TV and Interaction - New Concepts

SL:MIMA 2007 Workshop by Dr. Pertti Näränen

Mo 5. November 2007, 9 a.m. - 4 p.m.,

University of Applied Sciences Mittweida, Faculty of Media, Building 6 - Room 06.02.02

Overview:

Ever since the early 1990's, Reality TV shows have gained more room in television and program scheduling. Reasons for that development may be found both in changes in culture and in vast increase in the number of TV channels. Even if these shows have often raised ethical or aesthetic criticism, viewer interest has remained quite high. This workshop focuses on audience interaction in Reality TV shows and tries to give room for new creative interpretations of the Reality TV concept. Are there still new ways to use audience interaction in factual entertainment? Can Reality TV formats be used also in current affairs programming? Is it possible to combine Reality TV ideas with public journalism to create open access places for citizens? The workshop also discusses technical challenges of audience interaction, but the focus is on the television content development issues.

Parameters for the workshop:

Introductory lectures and discussions:

- 1) Reality TV - a genre or many genres?
- 2) Audience interaction in television.
- 3) Digitalization and European TV scene: will the Internet eventually take over?

Concept development workshop:

Participants make a short concept paper (1-2 pages) for a Reality TV show (programme series) which includes interesting audience interaction. The concepts can be developed in pairs or small groups. The concepts should outline following:

- Basic idea of the show and how it could appeal to TV audience
- Genre and potential audience of the show
- "Actors" of the show and their motivation to attend the show
- Shooting location and setting considered both from technical and aesthetic viewpoints
- Elements of audience interaction and two-way communication technology used

Concepts are presented in the class (20 minutes each) at the end of the day. The presentations may include also drawings, pictures, or live acting. Also Power Point presentations are accepted.

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<http://hph.tpu.fi/ttvo/en/index.php>

Pertti Näränen (b. 1962) is Senior Lecturer of media studies. Previously he has worked as researcher, lecturer and journalist in print and radio media. He also has cooperated with Finnish Broadcasting Corporation in the Television Programme Development Unit and has background in various new media projects. The title of his doctoral thesis was "Digital television: Analyses on early history, challenges to media policy, and transformation of television" (2006, University of Tampere). Personal home page: <http://www.tamk.fi/~narper/>