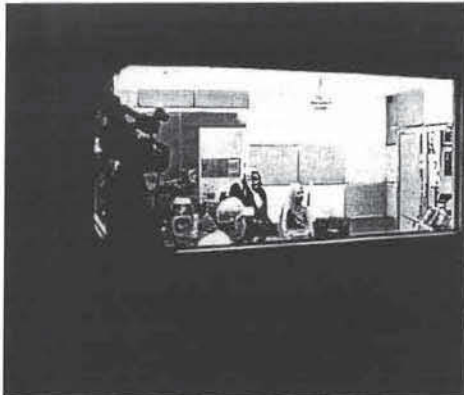


**PERCEPTIONS OF REALITY IMAGES:
A STUDY ON EFFECTIVENESS OF THE
TECHNICAL ASPECT OF MANAGING
REALITY TELEVISION PROGRAMMES
IN MALAYSIA**



In the entertainment industry in Malaysia, reality television programmes has gained a big following. The transition from conventional production to more natural and impromptu production, although still carefully planned, in the form of reality television programmes is a new dimension in the local broadcasting industry. The question of how reality television programmes manage to attract an extensive audience who follow the programme from beginning to end is one which needs to be investigated. This study seeks to unearth the factors leading to the effectiveness of reality television in attracting sustained audience participation in the programme. According to Gerbner's Cultivation Theory, the more television viewers there are, the more perceptions there are of the reality that is created on the television screen, and as a result the reality images assume the dimensions of social reality for the viewers. The outcome of this study is a video documentary entitled *An Observational Documentary on Perceptions of Reality Images, Akademi Fantasia* to show the pattern of management, public opinion, views of the programme managers, and the process underlying the production. Technically, every production of a television programme or film makes use of a shot composition with a subject in the space to convey a message. The preliminary findings revealed that the effectiveness of reality television programmes could be attributed to two factors, namely, (1) experimental and humanistic psychology, and (2) popular values driven by popular demand, audience preference and mass production.

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