Reality Shows On-the-Air and Their Listeners’ Perceptions: An Interplay of Gratifications, Hypodermic Needle and Selective Exposure Theories

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ABSTRACT
This study described and examined the reality show phenomenon in Cebu City, in terms of their titles, formats, target audience, and audience’s perceptions toward the shows. It also aimed to offer ways of improving the instruction and curriculum of the Broadcast Communication courses in the undergraduate and graduate levels, based on the research findings. The descriptive method was used with the content analysis as the research design in gathering data and in analyzing the responses of the interviewed respondents. Four Cebu City barangays were chosen as representative barangays from the clusters which comprise the whole city of Cebu. The findings revealed that the 17 year-old teen-agers, prefer to listen to the reality show programs. The shows have common features which include having: a) live program handlers, b) topics to be discussed, sent through letters phoned in to the radio station, c.) discussions done by the host alone or by the host together with the callers, and d.) solutions presented.

Keywords: reality shows, listeners’ perceptions, gratification, hypodermic needle, selective exposure

INTRODUCTION
Radio is said to be the most pervasive of all the mass media. That is, it spreads freely, it scatters, and it is almost everywhere. Emery (1994) said, “Radio is almost everywhere – at home, in the automobile, at the beach, on the street (p. 210). Truly, radio has been abundant in many places and has been accessible to the public.

Between the 1923’s and 1930’s it was a common sight for Americans to gather around the radio during evenings and regardless of geography and class, they tuned in to radio for news and entertainment (Journey, 2011). They listened to broadcasts on sports, comedy, variety shows, dramas, live music programs, and political programs. Indeed, radio was a vital link to information at that time and had the power to influence people, their opinions, and their beliefs.

With the popularity of radio, advertisers and corporations have seized the opportunity to speak directly to people in their own homes. In the decades since then, radio programming has become increasingly music oriented while also broadcasting talk shows and news.

The study of Papacharissi and Mendelson (2011) revealed that the most salient motives for watching reality were habitual pass time and reality entertainment. They analyzed that those who enjoyed reality TV the most for its entertainment and relaxing value also tended to perceive the methodically edited and frequently preplanned substance or story of reality interaction as true-to-life. At the same time those externally controlled, with low
mobility and low levels of interpersonal interaction, were more likely to watch reality TV programming to fulfill voyeuristic and companionship needs. By voyeuristic, it means obtaining sexual gratification from observing unsuspecting individuals who are partly undressed, naked, or engaged in sexual acts (Merriam-Webster).

Nabi, et al’s (2009) study titled Reality-Based Television Programming and the Psychology of Its Appeal mentioned the voyeuristic nature of the U.S. population. The study noted other gratifications received from viewership as well as personality traits that might predict reality-based TV consumption. The results of a survey of 252 city residents suggested that (a) the role of voyeurism in the appeal of reality-based television is questionable, (b) regular viewers receive different and more varied gratifications from their viewing than do periodic viewers, and (c) impulsivity seeking and need for cognition do not predict overall reality-based TV viewing, although they might predict viewing of particular programs.

Another study which was on Emotional and Cognitive Predictors of the Enjoyment of the Reality-Based and Fictional Television Programming: An Elaboration of the Uses and Gratifications Perspective (2009) assessed the appeal of reality television to 239 adults asked to rate how much they watched and enjoyed varied reality programs on television. It was found out that people have the potential to experience 16 types of joys and that it showed that they prefer television shows that stimulate their intrinsically valued feelings which depend on their individuality. (Steven Reiss et al., 2009).

The study by Reiss and Wiltz (2009) titled Why People Watch Reality TV assessed the appeal of reality TV by asking 239 adults to rate themselves on each of 16 basic motives using the Reiss Profile standardized instrument and to rate how much they watched and enjoyed various reality television shows. The results suggested that the people who watched reality television had above-average trait motivation to feel self-important and, to a lesser extent, vindicated, friendly, free of morality, secure, and romantic, as compared with large normative samples.

Another study which was titled Emotional and Cognitive Predictors of the Enjoyment of Reality-Based and Fictional Television Programming: An Elaboration of the Uses and Gratifications Perspective (2009) assessed the appeal of reality television to 239 adults asked to rate how much they watched and enjoyed varied reality programs on television. It was found out that people have the potential to experience 16 types of joys and that it showed that they prefer television shows that stimulate their intrinsically valued feelings which depend on their individuality. (Steven Reiss et al., 2009).

Based on the notion that reality television is used by the youth to learn about different social identity groups, minority portrayal in MTV documentary soap operas or docusoaps was examined. The study found out that the Whites were overrepresented, Asians completely absent,
Latinos virtually invisible, Blacks severely underrepresented and only mixed-raced women were shown as normalized as White women and men. Implications then for future studies were discussed (Park, et al., 2015).

Based on the studies cited, the areas studied were on the respondents’ enjoyment of reality TV or its relaxing value, the varied gratifications for the viewing of such types of programs, the enjoyment derived by adult viewers, and the potential of experiencing different types of joys depending on the person’s individuality. In short the study were all on the joy or the enjoyment obtained from such reality shows. None of them so far has touched on the elements of the reality shows, its composition, what makes up a reality show, or its components, what types of reality shows make people derived joy or enjoyment. It has not touched on why reality shows have become dominant or popular these days; thus this study is conceived.

Even in the Philippines, the radio is a dominant medium of information and entertainment. With the varied programs like news, drama, talk shows, variety, the radio audience can have their own choice of the programs they like to listen to, whether dramatic or non-dramatic programs. Observations point out that what is prevalent among the non-dramatic programs is the reality shows. As stated by Soriano (2000), “A large number of broadcast programs convey reality, rather than story illusion.” He adds that the reality shows come in the various formats like contests, games, events or discussions.

With the onset of new media, the teen-agers have wide choices of technology to use such as radio, television, film, social media, and print with both hard copy and e-paper format. Radio, television, and social media offer games, information, programs such as reality shows. With the prevalence of the new media, it would be worth studying whether radio has still gained listenership from among the young listeners. Most specifically this study is concerned with the reality shows on radio, whether they have gained followership among the audience, specially among the teen-agers.

This study is founded on three theories of mass communication namely: Uses and Gratification Theory, the Hypodermic Needle Theory, and the Selective Exposure Theory. Blumler and Katz’s Uses and Gratification Theory (1974) suggests that media users play an active role in selecting and using the media. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. Users take an active part in the communication process and are goal oriented in their media use.

Uses and gratification assume that the users have alternate choices to satisfy their need. Blumler and Katz believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to this theory, media consumers have a free will to decide how they will use the media and how it will affect them.

Another theory which lends backbone to this study is the Hypodermic Needle Theory, otherwise known as the Magic Bullet Theory. This hypodermic needle theory implies that mass media
have a direct, immediate and powerful effect on its audiences. The theory suggests that the mass media could influence a very large group of people directly and uniformly by “shooting” or “injecting” them with appropriate messages designed to trigger a desired response.

The said theories serve as anchors to this research, the phenomenon on radio reality shows could be studied, and recommendations for solutions to impending problems could be implemented. Hence, the need for this research on radio reality shows.

This study described and examined the reality show phenomenon in Cebu City, in terms of their titles, formats, target audience, and audience’s perceptions toward the shows. It also aimed to offer ways of improving the instruction and curriculum of the Broadcast Communication subjects in the undergraduate and graduate levels, based on the research findings.

The descriptive method was used with the content analysis as the research design in gathering data and in analyzing the responses of the interviewed respondents. Four Cebu City barangays were chosen as representative barangays from the clusters which comprise the whole city of Cebu.

In totality, there are 80 barangays which comprise Cebu City. Two urban barangays were selected from the north and two rural barangays, were chosen from the south which comprised the research locale.

Barangays San Antonio and Sambag I from the north represented the urban barangays or areas while Barangays Kalunasan and Buhisan from the south were the chosen representative rural barangays. These four were selected in terms of their safe accessibility considering that these represent very remote and inaccessible mountain or rural barangays. These four barangays were purposively selected, in terms of having the same characteristics as to their residents or inhabitants, economic occupation, and the geographical type.

**Research Respondents**

There were 83 teen-agers ranging from 13-19 years old, males and females from each barangay that comprised the respondents of the study. These 332 young people, presumed to be the target listeners to the local radio reality programs were conveniently surveyed.

**Research Instrument**

An interview schedule with objective and open-ended questions answered problems 1, 2, 3, and 4. The instrument interview schedule consisted of questions regarding the exposure of the listeners to reality shows over the radio, and their perceptions about these types of programs. There were two parts in the interview schedule, the first part asked data on the profile of the respondent such as sex, age, and educational background. Part II asked questions about the respondents’ perceptions on the reality shows. To make the research instrument valid, pre-testing was conducted in barangays which did not form part of the samples of the research environment.

**Data-gathering Procedure**

Among the 80 barangays in Cebu City, four barangays were chosen as the environment of the study; that is, two rural barangays and two urban barangays. After permission was sought and granted by the Cebu City Mayor and then by the four respective Barangay Captains, the survey questionnaires were pretested, modified and
then fielded with the help of research assistants.

Eighty-three respondents from each barangay were then conveniently interviewed. The data were tallied, collated, and analyzed. Interpretations were made and implications drawn on the basis of the theories of communication which supported this study.

RESULTS AND DISCUSSION

Table 1. Educational Attainment of Respondents

<table>
<thead>
<tr>
<th>EDUCATIONAL LEVEL</th>
<th>URBAN BARANGAYS</th>
<th>MOUNTAIN BARANGAYS</th>
<th>GRAND TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>North</td>
<td>South</td>
<td>North</td>
</tr>
<tr>
<td>Elementary Level</td>
<td>Male</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Elementary Graduate</td>
<td>Male</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>High School Level</td>
<td>Male</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>Male</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>9</td>
<td>16</td>
</tr>
<tr>
<td>College Level</td>
<td>Male</td>
<td>28</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td>TOTAL</td>
<td>83</td>
<td>83</td>
<td>83</td>
</tr>
</tbody>
</table>

As to the respondents’ educational attainment, it can be seen that majority of them who love to listen to reality shows are those who are in the collegiate level. It is interesting to note that in both urban and mountain or rural barangays, the student teenagers are college levels. It can be said that even in the mountain barangays, the teens are already schooled, therefore education has now become accessible to the far flung areas. The parents, therefore, value education for their children even if they live in the mountains and are not economically privileged. Thus, it is implied that in this particular research, they try to seek ways and means to look for income to be able to send their children to school. This could further imply that many parents are not at home most of the time, and thus leaving their children to have time to listen to radio programs like the reality shows, and listen to them without their parental guidance.

Based on the data on Table 1 wherein more than half of the total population of the respondents are college level, these types of teen-agers prefer listening to reality shows on-the-air. Papacharissi and Mendelson’s (2011) study revealed that the college students represent a significant portion of the demographic age group that several reality shows target and moreover, young people and college students most specially are frequently the early adopters of new television formats and shows including reality shows (Journal of Broadcasting and Electronic Media, 2007).

This is explained by the Theory of Selective Exposure (Festinger, 1957 in Johnson, T., et al., 2009), wherein the audience prefers to expose themselves to programs that reinforce their interests, values and beliefs.
It can be gleaned from table 2 that the three most listened to reality shows by the 332 respondents are Dear IFM, Kini Ang Aku’ng Suliran, (This is My Problem) and Talk to Papa Joe.

The followership of the audience to these top three programs could be attributed to the format of the programs which has an element of reality in them. The format is a factor which makes the audience select the programs or prefer to listen to. Their choice is also in congruence to the Selective Exposure Theory (Festinger, 1957 in Johnson, T., et al., 2009), which this research is anchored on. It could be inferred that the participants like to listen to the reality shows since the programs are realistic to them. This further implies that they listen to the reality shows because they could relate with the topics discussed to their own real-life relationships.

Based on the formats of the shows, the teenagers are attracted to listen to radio programs that have reality element in them. That is, these are programs that discuss practical and real-life experiences. For instance, Dear IFM, the program most listened to has 50.9 % listenership from the 332 respondents. It deals with problems of teenagers, their personal life, specifically their love stories that have given them conflicts or crises. They want to get advice from the host and also from the other listeners of the program. It can be interpreted that the students want guidance and advice that is why they resort to listening to the reality shows which could provide them answers or pieces of advice about boy-girl relationships, shared by the hosts, and by some participating callers.

Further, with regard to the format of the shows, the listeners tend to listen to the reality show formats because they feel gratified with the use of such medium. One of the theories supporting this studies, the Uses and Gratification
(Blumler J.G. & Katz, E., 1974). The uses of mass communications: Current perspectives on gratifications research. Beverly Hills, CA: Sage.) states that the audience expose themselves to media because they find it useful to answer to their need. In this particular study, the teenagers feel gratified or fulfilled that their needs are answered, that is, the need to be listened to, the need to release their burden and the need to gain advice and solution to their problem.

A close look at the format of Dear IFM reveals that it is aired over IFM station from 12:00 noon until three o’clock in the afternoon from Monday to Friday. The host, DJ Randee, reads letters or emails about personal problems of the listeners sent by listeners dealing with their personal problems. The senders seek advice from DJ Randee and the listeners. This explains the appeal of the program to the teen-agers who might have preferred the interactive nature of the show. Moreover, the teen-agers prefer the personal touch of the disc jockey and the participants who provide them some ideas and pieces of advice.

Based on the formats of the shows, the teenagers with ages ranging from 13 to 19, are attracted to listen to radio programs that have a reality element on them. These are programs that discuss practical and real-life experiences. In support to this notion, the Uses and Gratification Theory (Blumler and Katz, 1974), states that the audience expose themselves to media because they find it useful to answer their need. In this particular study, the teenagers feel gratified or fulfilled that their needs are answered, that is, the need to be listened to, the need to release their burden, and the need to gain advice and solution to their problems.

The reality show, Wanted “Pangga” has more women listeners. It may be construed that these young women are more serious in their love life. That is the reason why they bring it out in the open through the radio. They want to have some adult ideas or words of wisdom about their relationships with the opposite sex. They want to make connections with the hosts or participating callers with regard to their aired problems. Making connections is the language they use as they participate in the program, that is, they could relate well with the host as the host in turn make connections with the listeners. This is the job of the host, to use the language that would maintain the listenership and interest of his or her listeners.

<table>
<thead>
<tr>
<th>REALITY PROGRAM</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dear IFM</td>
<td>A reality show which is aired over IFM station from 12-3 in the afternoon, Monday to Friday. The host, DJ Randee, reads letters/emails sent by listeners with regard to their problems. They seek advice from the DJ and also from the listeners.</td>
</tr>
<tr>
<td>Kini ang Akung Suliran</td>
<td>A radio program aired from 1:00 to 3:00 every afternoon over DYHP AM station whereby people send their problems through letters to Dr. Lourdes Libres Rosaroso, who is a doctor and lawyer. The stories in the letter are dramatized/acted on the air by drama crew of the station. After the drama or soap opera is played, the host then gives her answers or pieces of advice to the questions which range from medical to legal matters.</td>
</tr>
</tbody>
</table>
Table 3 presents the formats of the shows. It can be observed that the common features are the following: a.) there are live program handlers. b.) there are topics to be discussed and these are sent through letters phoned in to the radio station. c.) there are discussions done by the host alone or by the host together with the callers, and d.) there are solutions presented.

The general format of the shows is deemed agreeable to the response. Furthermore, the problem has a solution. Their need to listen and to be heard make it inspiring and fulfilling for them to follow through the program from the beginning until the end, until the solution of the problem is given.

The Theory of Selective Exposure, (Festinger, 1957 in Johnson, T., et al., 2009), which is another theory that lends backbone to this study, explains the reason why the teenagers prefer to listen to the reality program. They want to tune in to a radio program which is in consonance with their existing need, value, or belief. In this case, they select Dear IFM (first), “Kini ang Aku’ng Suliran (second), and Talk to Papa Joe (third), because of the similarity of the formats.

Target Audience of the Reality Shows
Table 4. Ages of the Target Audience of the Reality Shows

<table>
<thead>
<tr>
<th>AGE</th>
<th>Urban Barangays</th>
<th>Mountain Barangays</th>
<th>GRAND TOTAL</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>North 1</td>
<td>North 2</td>
<td>South 1</td>
<td>South 2</td>
</tr>
<tr>
<td>13</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>14</td>
<td>6</td>
<td>14</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>15</td>
<td>0</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>16</td>
<td>30</td>
<td>8</td>
<td>7</td>
<td>30</td>
</tr>
<tr>
<td>17</td>
<td>16</td>
<td>28</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>18</td>
<td>29</td>
<td>17</td>
</tr>
<tr>
<td>19</td>
<td>12</td>
<td>10</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>83</td>
<td>83</td>
<td>83</td>
<td>83</td>
</tr>
</tbody>
</table>

The data found in Table 4 indicate that the predominant respondents’ age is 17 years old. These 17-year-old male and female teen-agers are found to be the ones who prefer the reality show programs. They comprise 27.41 % among the total number

Talk to Papa Joe
It is a reality program aired over 99.5 RT from 1- 4pm. The host, Papa Joe, handles the program wherein the callers phone-in their problems on the air. Host Papa Joe offers his advice to the caller to help him/her solve his/her problem. He also solicits pieces of advice from listeners who call him on the air.

Kung Ako ang Pasultiun
It is a reality program which is aired over DYHP from 10 am Monday to Friday. The 2 hosts, Teban and Priscilla, will air the dramatized problems sent on the air by the listeners. After which, both take turns and interact in solving the problem of the letter sender.

Handumanan sa Usa ka Awit
It is a reality program in the form of soap opera aired over DYHP from 2:00 to 3:00 in the afternoon. A listener sends his or her love experience or love story to the station which in turn dramatizes her story. The narrator of the soap opera provides transitions in between segments then in the end, plays the requested song for his or her love story.
of respondents which is 332. They are followed by the teen-agers who are 18 years old which is 25.0% and 16 years old which is 22.60%. It is also interesting to note that those teenagers who are 13 years old do not really listen that much to the reality shows, as indicated by only three respondents.

This means that the listeners are 17 year-olds who have experienced love relationships and who can relate to the stories in the reality shows. This can be interpreted to mean that the teen-agers who get involved themselves in relationships with the opposite sex are mostly those with the age of 17. This finding suggests that the teen-agers who have reached this age believe that they are capable of handling love relationships. It could be deduced that they like the program especially when the participants send their problems to the program hosts and try to ask for pieces of advice from them. Since these teen-agers are having affairs themselves, then they also would like to participate by giving their pieces of advice or ideas to the problem sender.

The theory of Uses and Gratification (Blumler and Katz’s, 1974) is at work in the findings of table 5. It can be understood that the use of the media for the listeners is to be able to give pieces of advice, to inform, and suggest ideas to the concerned participant. In effect, the teen-agers who give pieces of advice feel gratified or satisfied with what they have done. This implies further that the 17-year-old listeners participate in giving their bits of advice to their fellow teen-agers because they themselves have felt the same way through their own experiences or relationships.

**Table 6.** Summary of Teen-agers’ Perceptions and Perceived Benefits on Listening to Reality Shows

<table>
<thead>
<tr>
<th>Male Teen-agers</th>
<th>Female Teen-agers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertaining</td>
<td>Full of lessons</td>
</tr>
<tr>
<td>Full of lessons; inspiring</td>
<td>So entertaining</td>
</tr>
<tr>
<td>Very informative</td>
<td>Funny</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Male Teen-agers</th>
<th>Female Teen-agers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertaining</td>
<td>Lessons about reality</td>
</tr>
<tr>
<td>Gives solutions to life’s problems</td>
<td>Educational</td>
</tr>
<tr>
<td>Can gain friends and new acquaintances</td>
<td>Entertaining</td>
</tr>
</tbody>
</table>
As revealed by the answers of the respondents with regard to their perceptions on the reality shows, it can be seen that the male respondents from both the urban and rural barangays perceived the shows to be entertaining while the female respondents from both areas claimed that the reality shows were full of lessons.

Based on the answers given by the respondents, it can be derived that the female teen-agers take the reality shows very seriously; that they can relate to them with their lives. The male respondents just feel entertained listening to them. The males simply enjoy the shows without really attaching serious meaning to the programs. It can be seen, therefore, that the females and males in this study have different perceptions with regard to listening to the reality shows. While the females find the shows informative and enjoyable, they also perceive these to be relevant to their lives. This implies that the women and men in this study have different reasons for listening to the reality show programs.

As to the male respondents of this particular study, it could be figured out that they have different characteristic or feeling from the female respondents in terms of listening to reality shows. Since it is found out that they simply enjoy and find the shows entertaining, then it can be deduced that they do not necessarily put too much weight on the shows; they simply enjoy listening to the programs because of the disc jockeys’ beautiful or captivating voices, the funny exchanges during the callers’ participation, and the beautiful music played within the program. It could be further considered that they have a different approach in dealing with life problems. This implies that the male teen-agers are really optimistic in dealing with their challenges in life. They do not get too involved either on what they are listening or in dealing with their own concerns or situations in their lives. This could be taken to mean that they are content with their life. Further, it could be construed that when they listen to the reality shows, the more they get entertained and thus they are able to exude a positive outlook in life.

These perceptions gathered from the respondents have a strong implication to the Uses and Gratification Theory (Blumler and Katz, 1974), wherein the target audience, use the media or expose themselves to the programs because they have a specific purpose for doing so. They feel fulfilled or gratified that their need is answered. This is very well shown in this particular study wherein the female respondents feel gratified in listening to the reality shows because their need is satisfied, that is, to know some lessons in relationships which they could use in their lives. In contrast, the males use the radio shows with a different intention, and that is to just escape from life’s problems. By listening to these reality shows, they feel gratified of being able to smile or laugh at the problems of their daily life. They feel happy that solutions are always given in the programs so they would think that there are solutions to problems. Although both males and females have different perceptions on the reality shows, still each of their needs are satisfied.
Ways in which the findings could help improve the instruction and curriculum of the Broadcast Communication courses in both the undergraduate and graduate levels.

The findings in this study could help in improving the instruction and curriculum of the Broadcast Communication courses and Media Studies in both the undergraduate and graduate levels by providing insights and directions in the delivery of the instruction and in enriching the curriculum. Since it has been found out that the reality shows have a bearing on the lives of the respondents in particular, and to a target audience in general, then it would be advisable to put more input about reality shows like an enrichment on the students’ awareness about the nature and characteristics of reality shows. It should include the reality shows’ formats, how they are programmed, the benefits to the students, how the programs affect the students’ lives so they could be more media literate, critical, and discriminating. As a consequence they could become more mature in exposing themselves to these types of shows and how to appropriately deal with these types of media messages to their advantage. The instructor or professor could be guided on what strategies to take so that the students would be more motivated and also careful in making the diversion of listening to reality shows.

Likewise, the curriculum may be enhanced by providing a unit geared toward scrutinizing or exploring how the reality shows have developed and what trends contribute to their prevalence or proliferation.

CONCLUSION

Based on the findings of the study, the radio reality shows have common formats such as having live program handlers, problems from participants are discussed by the host alone or together with the callers and these problems have solutions presented. Moreover these have received wide listenership among teen-agers. Therefore, teen-agers need to be more critical and discriminating in listening to these types of shows.

RECOMMENDATIONS

Based on the findings and conclusion, this study recommends that teen-agers analyze the contents of the reality programs they prefer to listen to; that they become more critical in listening to them aside from getting entertained; that pieces of advice heard from the programs be analyzed as to their implications and relevance to their own lives; that program formats be sustained and continually improved; that the female teen-agers could also follow the males’ positive attitude in listening to reality shows; and the educational institutions offering Communication, Broadcast Communication or Media Studies in their curricula may also include a unit on reality shows, discussing the nature, characteristics, and trends of reality shows, including teen-agers’ perceptions on those shows, in order to educate their students or teen-agers to be more media literate, critical and discriminating.
REFERENCES


