

Opinions of University Students (Future Teachers) on Reality Shows

Abstract

The paper deals with the issue of a reality show as a controversial TV programme. The formation of children's opinions on media products (also the reality show) is influenced by the media literacy of adults; i.e., also by teachers. This paper presents the results of research into the opinions of future teachers on the quality of reality shows and the students' possible participation in reality shows with respect to the life and value orientation of respondents.

Key words : media, media education, reality show, value orientation, life direction.

Introduction

The mass media or the means of mass-communication represent quite a natural, even automatic part of man's life at present. American scientist, R.Kubey, considers mass media to be one of four socialisation pillars in contemporary society; in addition to family, school and church (in Šeďová, 2004). During several decades, the media have considerably affected the individual, group and social lives of people almost all over the world. The share of the media in adopting the models of behaviour, patterns, social norms, attitudes, etc., has been documented.

The media influence several dimensions of man, and they have something like a cumulative impact on him. The media influence the cognitive part of his psyche (cognition), affective part (emotional experience) as well as his behaviour (the acquisition of behaviour patterns). According to J.Jirák and B.Köpplová (2003), the media have strengthening, anaesthetising, trivialising, confirming, avalanche