

REALITY VS. REALITY: REAL LIFE EMULATING REALITY TV

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ABSTRACT

The immense influence of reality television has paved the way for the massive success of Big Brother franchise across the globe. Here in the Philippines, Pinoy Big Brother continues to become one of the most popular reality shows. The increasing popularity of PBB to its audience especially the youth prompted the conduct of the study to identify the perceptions on real life resulted from Ilonggo teenagers' exposure to PBB Lucky Season 7. Anchored on George Gerbner's Cultivation Theory, the researchers conducted a survey among Grade 12 Senior High School students in the First Congressional District of Iloilo. The researchers utilized the qualitative and quantitative method in data collection and analysis. The overall mean score reflected a positive perception, thereby, the researchers have concluded that reality TV viewing has a positive effect on the perception of Ilonggo teenagers towards real life. The positive perceptions revealed that regardless of being light viewers, respondents' exposure to PBB Lucky Season 7 bears effect in influencing their perception on real life. Hence, it presents a different light on Gerbner's Cultivation Theory, which states that television's immense influence is mirrored on the heavy viewers. The reality cultivated by reality shows like Pinoy Big Brother is a manifestation of the strength of the television as a medium and as a powerful tool that can shape the minds and the society.