

Introduction

- Applying philosophical ideas to reality television
- Baudrillard – ideas explored
- Pathos and reality television
- Reality television explored (including vloggers as reality TV)
- Applying Baudrillard to reality television
- Learning outcome 1 Key terms and theoretical approaches to the study of popular culture/media



Postmodern world

- In postmodern ideas there are truths/ knowledges rather than truth/ knowledge
- Signs dominate
- Distinctions between appearance/reality are lost
- No metanarratives – grand narratives

Baudrillard

- French philosopher/sociologist
- Extreme proponent of postmodernity
- Our world is no longer real
- Hyperreality – signs and images are detached from reality
- All we know as real is a simulation of reality
- Representations are more important than the real
- We have lost touch with reality

A world of signs

- **Simulacra: *Simulacra et Simulation* 1981**
 - Simulacra is the copy without an original
 - E.g. Disneyland's Main Street USA
 - [See clip of Olivander's wand shop](#) (2.46 mins)
- **Phases of representation**
 - The image reflects reality
 - The image masks/changes reality
 - The image masks the absence of reality
 - The image is disconnected from reality



Hyperreality

- Hyperreality: boundary between image, or simulation, and reality breaks down
 - *World of hyperreality*
- We are bombarded by these (simulations) and (simulacra)
- Extreme viewpoint – there is no real
- Culture/Society as flux of signs and images.

Reality Television

- Unscripted (supposedly), real life, non actors
- Ethos
- Logos
- Pathos
- Reality television shows are designed to make us feel – emotions in extreme
- Emotional pornography

End of session 1

Television shows

- X Factor/Strictly
- Big Brother (2.39 mins)
- TOWIE
- Made in Chelsea (0.40 mins)
- Geordie Shore
- Accident and Emergency
- Keeping up with the Kardashians (2.28 mins)
- Shay Carl Vlogger (15 mins but only watch some of this)

Baudrillard

- What reality?
- Editing
- Benefit Street
- Labour MP Anne Begg ‘There wasn’t anybody who was a typical benefit claimant featured on the programme at all.’
- Levels
 - The image is a reflection of profound reality
 - The images mask a profound reality
 - The images mask the absence of a profound reality
 - The images are disconnected from any reality

Summary

- What is reality television?
- Pathos – and reality television
- Baudrillard and simulacra as applied to reality television
- Topics for Independent Research project:
- Reality television as simulacra
- Instagram (or social media) as simulacra
- Interviews – mention reality television? Think about the type of reality television – is it mainstream? Does this give a sense of shared identity for the interviewee?
- Questionnaires – remember to analyse these by such things as gender/age and any other factors
- Both of these are useful for employment (conducting research) – don't forget to do the blog.

References

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