

COMMUNICATION WITHIN TELEVISION REALITY SHOWS AS KEY FACTORS OF SOCIETY DECOMPOSITION AND COLLECTIVE ALIENATION, ON THE EXAMPLE OF TUCKMAN'S TEAM DEVELOPING MODEL

ABSTRACT

Today, television reality shows represent one of the most popular media forms, with global popularity and enormous revenues. Most television audiences watch these programmes, following the cultural, communication and sociological models that they promote. They become the invisible actors, whose decisions, by voting and participation, define, both the dramaturgy and outcomes of the show. Lifestyles today are more dynamic and collective alienation is reality. Reality TV shows contribute only to the future alienation of people, even though it does not appear so at the beginning. Tuckman's model of team development illustrates the constructive creation and development of a team, defining the key stages on the way of fulfilling its mission and tasks. This model shows the stages and phases of team development ups and downs. Communication in reality programmes could be analyzed from the perspective of this model, primarily based on a team and being compatible with Tuckman's team development stages. The problem here is that team play at one point turns into a priori personal isolated competitiveness of individual actors, with no more space for group communication and team spirit. Each competitor becomes a threat to another in the fight for victory. This media model, which initially promotes team spirit, at one point turns into an individual aspiration for pure domination upon the opponent in a communicative and any other sense, placing the broad auditorium masses into legitimate justification for collective alienation through wrong communication ways. It is followed by personal identification with reality programme key actors leading to decomposition of the team and communication within the most important social categories, transposed to real life.

Keywords: communication; television reality programme; collective alienation; team development; Tuckman's team development model.