

# STATISTICAL WEIGHT OF THE ENTERTAINMENT PROGRAMS IN ROMANIAN TV

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**Abstract:** *In the recent years, a series of studies on the evaluation of television content were published. The results lead to a multitude of health consequences including on a psychological and educational level. This paper investigates the Romanian entertainment domination, the producers being interested in public attraction and sensitive to their needs.*

**Key words:** *Entertainment, TV Content, Media.*

## 1. Introduction

The current topic represents a new approach to a complex phenomenon, which had an amazingly rapid progress in our country - the Star System -.

My thesis captured the essential aspects of this socio-cultural phenomenon (the *Star System*) from its birth (first in the United States and then in Romania), to its development.

Traces of a Star System in Romania appeared immediately after the 90's with the dawn of a new post revolution era. In the coming years, its progress will be in-depth determined by the spectacular development of the media industry. My work is investigating the birth of this system and its evolution in Romania, from movie stars and to later television stars, as well as some of its impacts on the Romanian society.

Mass media research shows that entertainment information is now one of the most exploited societal resources. In this context, we would like to point out

some ideas about the role of entertainment, proliferated by the media, the entertainment shows becoming "dominant in the identity models offer in the contemporary world" [3].

Postmodern society is represented by "the generalized entertainment world" [1] a society with deeper socio-cultural implications, where the TV industry has developed as a business, being financed and guided by the big production companies.

In a study led by Lisa Raymond W. Kelly and Boyle [4], the evolution of the (entertainment like) show format, transformed into business at the British TV, is plotted. Overall, this producer-consumer convergence was the significant challenge for theorizing the media industries [2].

The last study in my thesis, *Statistical weight of the entertainment programs in Romanian TV* is presented in Chapter 7. As the entertainment industry has developed fast Romania, it is essential to illustrate the statistical weight of this type of shows in the Romanian media field.

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This study generates a complex analysis of what Hollywood has called a “star system”, reflected in the local media, analysis supported by a comprehensive, and at the same time, representative bibliography. It can lead to the development of the new directions and topics of study that go back to the western Star System rootedness in Romania.

## 2. Main Goals of the Study

We attempted to reach the following main goals:

- Entertainment shows frequency, based on the broadcast time for 2010 and 2012, in the Romanian TV programs;
- The number and weight of the entertainment shows on a weekly basis in the Romanian TV programs;
- Comparing the weekly entertainment shows rates between two TV channels: Antena 1 and Pro TV;
- The statistical weight of the entertainment shows, in terms of broadcasted minutes on a weekly basis, for the above TV channels.

## 3. The Selected Private TV Channels

The different forms of media, from TV and radio to traditional and electronic materials, are governing the society. In the TV program's structure, the elements considered by the manager should be the program policies, the goals for the current period and the audience growth tactics [7]. Each TV program provides the inclusion of different TV shows in a series of categories customized by the viewers, so as to make the two elements – the TV shows and the customization – become inseparable” [5].

The TV programs are conceived based on seasons, as well as based on the changes that occur in the competition and in the audience's dynamics [7]. Therefore, through the informative, fiction, entertainment and sports

programs, the television reflects the realities built on the relationship with its viewers, realities that can affect the viewers' taste and daily behaviour.

In researching the degree of growth/reduction of the entertainment shows in 2010 and 2012, we observed that only two Romanian TV channels (Antena 1 and Pro TV) have a wider range of entertainment shows (see: Appendices F1-F4). In addition, they continue to be strong leaders on the media market due to their large audience.

The hypothesis from which we started is that the two thematic TV channels are in competition. This competition is specifically reflected in the purchasing and broadcasting of entertainment shows in their programs, the viewers regularly expressing their preferences in terms of media products.

## 4. Methodology and Limitations

The research tool we used was the analysis grid method. Analysis corpus: the programs sample (entertainment shows: See Appendices 1-4)) for two Romanian TV channels. Study periods: 13<sup>th</sup> to 19<sup>th</sup> of May 2010 [9] and 18<sup>th</sup> to 24<sup>th</sup> of May 2012 [8].

In this study, the methodological level limits are related to:

- The study restriction to a one-week program in 2010 and 2012, on two Romanian TV channels;
- The analysis of a single type of broadcast (entertainment shows), relevant to the approached topic, in the content of the two selected channels (Antena 1 and Pro TV).

## 5. Results and Interpretation

This study makes a presentation of the entertainment shows' quantity. The shows are identified within the programs of two Romanian TV channels during 2010 and 2012.

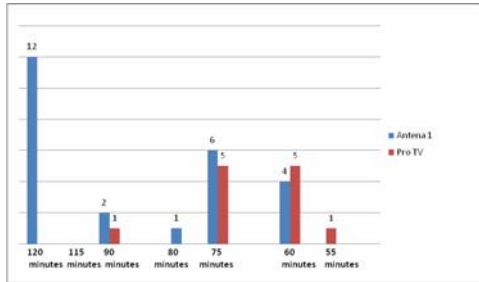


Fig. 1. Daily entertainment shows' duration (in minutes) for the two channels in 2010

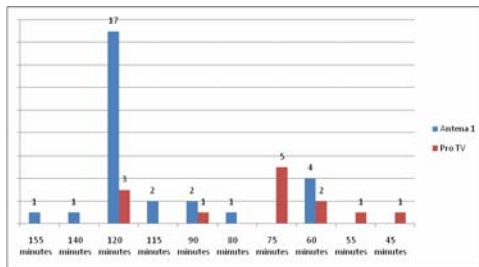


Fig. 2. Daily entertainment shows' duration (in minutes) for the two channels in 2012

Fig. 1 and 2 represent the daily entertainment shows' duration as a function of the total broadcast time in 2010 and 2012, for the two TV channels during one week.

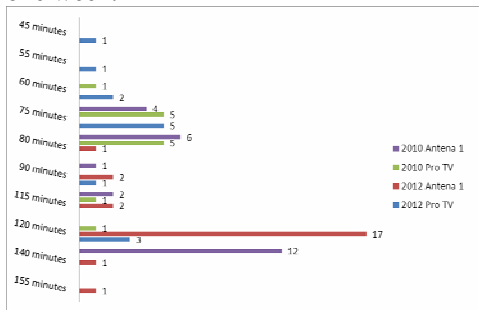


Fig. 3. Daily entertainment shows' duration (in minutes) in 2010 and 2012 for both TV channels

In Fig 3, we compared the situation of the daily entertainment shows' duration (in

minutes) for the two TV channels during one week in 2010 and 2012.

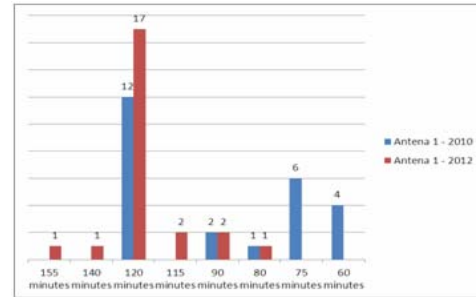


Fig. 4. Daily entertainment shows' duration (in minutes) during one week in 2010 and 2012 for Antena 1

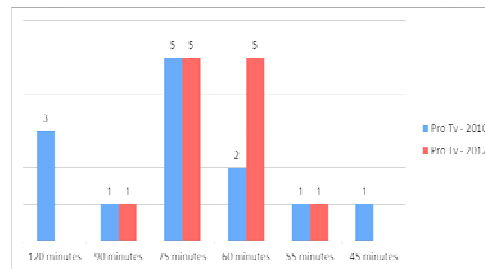


Fig. 5. Daily entertainment shows' duration (in minutes) during one week in 2010 and 2012 for Pro TV

Fig 4 and 5 illustrate the daily entertainment shows' duration (in minutes) during one week in 2010 and 2012 for Antena 1, respectively the daily entertainment shows' duration (in minutes) during one week in 2010 and 2012 for ProTV.

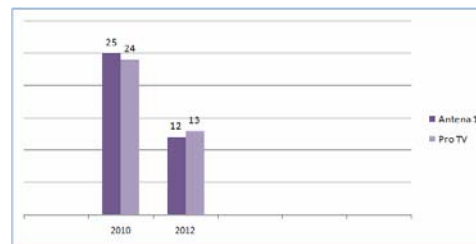


Fig. 6. No. of entertainment shows (I)

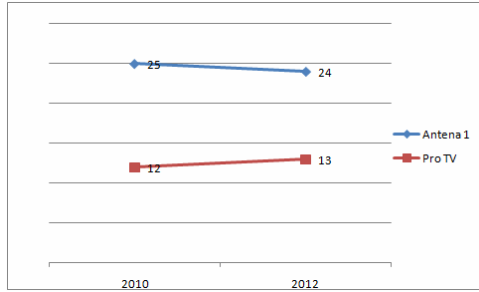


Fig. 7. No. of entertainment shows (II)

Related to the analyzed TV shows' type, we compared the number of entertainment shows on the above-mentioned period (see Fig 6 and 7).

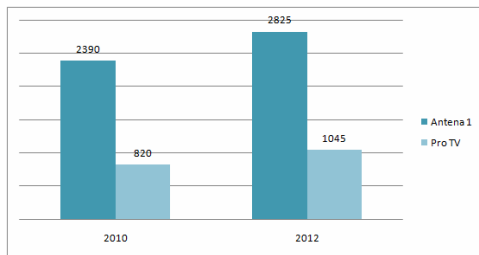


Fig. 8. Broadcast time per week (I)

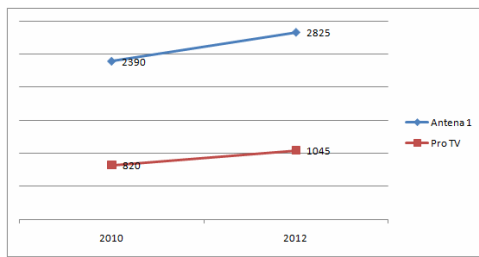


Fig. 9. Broadcast time per week (II)

We also compared the total number of minutes of the entertainment shows during one week for the two TV channels, reported in 2010 and 2012 (see Fig 8 and 9).

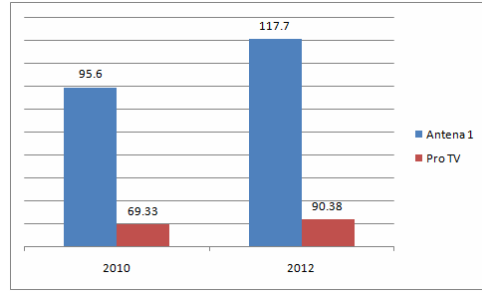


Fig. 10. Mean entertainment show broadcast times per TV channel (I)

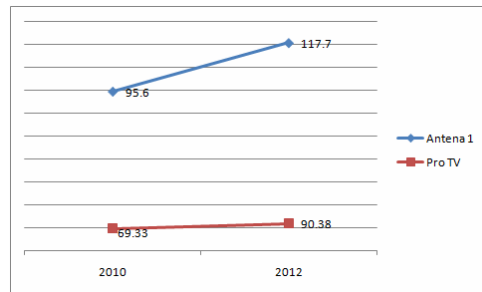


Fig. 11. Mean entertainment show broadcast times per TV channel (II)

Mean entertainment show broadcast times per TV channel during one week for the two TV channels, reported in 2010 and 2012 (see Fig 10 and 11).

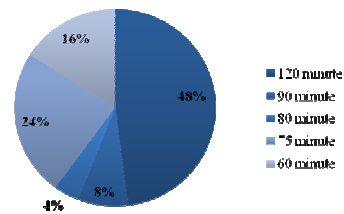


Fig. 12. Antena 1 – 2010

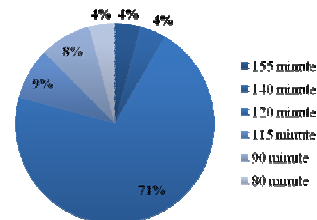


Fig. 13. Antena 1 – 2012

The entertainment shows' duration in minutes is illustrated on a percentage basis for 2010 and 2012 in Fig 12, respectively Fig 13, for the Antena 1 TV channel.

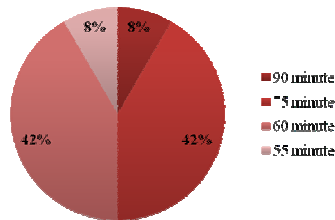


Fig. 14. *Pro TV – 2010*

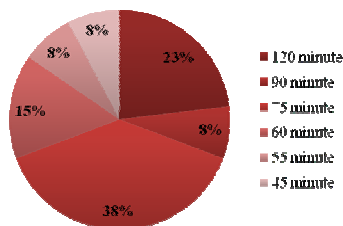


Fig. 15. *Pro TV – 2012*

The entertainment shows' duration in minutes is illustrated on a percentage basis for 2010 and 2012 in Fig 14, respectively Fig 15, for the Pro TV channel.

## Conclusions

Upon analyzing the TV programs, our research proved that there are significant differences between the two Romanian TV channels:

- The Antena 1 TV channel occupies the first place, as it registered an important growth in what concerns the type of entertainment show content in 2010 and 2012;
- Unlike public TV channels, the private TV channels include in their program not only the required entertainment shows, but also new show formats.

Therefore, the TV consumption “has still remained a mean of relaxation and enjoyment” [6] as it can be seen in the interpretation of the results obtained during this field study.

Providing a comparison on these issues among the Romanian channels was a first step in this research. This comparative analysis of programming policies and people's perceptions will yield new insight into the intersection of gender, sexuality, employment, and law. At the same time, the investigation of public policies and other people's distance/refusal should lead to new findings and explanations regarding this matter.

The general conclusions shine a new light on the television star domination, marking a significant period for the media development in Romania.

The selective bibliography includes the authors with the most representative works for the studied subject.

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  9. Period extracted from the weekly programs of the newspaper supplement „România Liberă”, Timpul liber.

**APPENDICES 1-4***Entertainment shows at the Antena 1 channel (week of 13 – 19<sup>th</sup> May 2010)*

| <b>Period</b>                | <b>TV Channel</b> | <b>Entertainment show name</b>            | <b>Broadcast time</b> |
|------------------------------|-------------------|---|-----------------------|
| 13-19 <sup>th</sup> May 2010 | Antena 1          |   |                       |
| 13 May 2010                  | Antena 1          | <i>'Neatza cu Răzvan și Dani</i>          | 8.00-10.00            |
|                              |                   | <i>Acces Direct - news magazine</i>       | 17.00-19.00           |
|                              |                   | <i>Buni de cinste</i>                     | 22.00-23.00           |
|                              |                   | <i>Un Show Păcătos</i>                    | 23.45-1.00            |
| 14 May 2010                  | Antena 1          | <i>'Neatza cu Răzvan și Dani</i>          | 8.00-10.00            |
|                              |                   | <i>Acces Direct - news magazine</i>       | 17.00-19.00           |
| 15 May 2010                  | Antena 1          | <i>'Neatza, vecină! cu Răzvan și Dani</i> | 9.00-10.00            |
|                              |                   | <i>Te pui cu blondele?(r)</i>             | 13.30-15.00           |
|                              |                   | <i>Plasa de stele(r)</i>                  | 15.00-16.00           |
|                              |                   | <i>În puii mei!</i>                       | 20.30-21.50           |
| 16 May 2010                  | Antena 1          | <i>'Neatza, vecină! cu Răzvan și Dani</i> | 9.00-10.00            |
|                              |                   | <i>În puii mei!(r)</i>                    | 16.30-17.45           |
|                              |                   | <i>Divertis Mall</i>                      | 17.45-19.00           |
| 17 May 2010                  | Antena 1          | <i>'Neatza cu Răzvan și Dani</i>          | 8.00-10.00            |
|                              |                   | <i>Acces Direct - news magazine</i>       | 17.00-19.00           |
|                              |                   | <i>Singuri cu vedeta</i>                  | 22.00-23.00           |
|                              |                   | <i>Un Show Păcătos</i>                    | 23.45-1.00            |
| 18 May 2010                  | Antena 1          | <i>'Neatza cu Răzvan și Dani</i>          | 8.00-10.00            |
|                              |                   | <i>Singuri cu vedeta(r)</i>               | 12.00-13.00           |
|                              |                   | <i>Acces Direct – news magazine</i>       | 17.00-19.00           |
|                              |                   | <i>Un Show Păcătos</i>                    | 23.45-1.00            |
| 19 May 2010                  | Antena 1          | <i>'Neatza cu Răzvan și Dani</i>          | 8.00-10.00            |
|                              |                   | <i>Acces Direct - news magazine</i>       | 17.00-19.00           |
|                              |                   | <i>Te pui cu blondele?</i>                | 20.30-22.00           |
|                              |                   | <i>Un Show Păcătos</i>                    | 23.45-1.00            |

*Entertainment shows at the ProTV channel (week of 13 – 19<sup>th</sup> May 2010)*

| <b>Period</b>  | <b>TV Channel</b> | <b>Entertainment show name</b>                  | <b>Broadcast time</b> |
|----------------|-------------------|---|-----------------------|
| 13-19 May 2010 | Pro TV            |   |                       |
| 13 May 2010    | Pro TV            | <i>Happy Hour</i>                               | 17.45-19.00           |
| 14 May 2010    | Pro TV            | <i>Divertis – Land of Jokes(r)</i>              | 14.00-15.00           |
|                |                   | <i>Divertis – Serviciul Român de Comedie(r)</i> | 15.00-16.00           |
|                |                   | <i>Happy Hour</i>                               | 17.45-19.00           |
| 15 May 2010    | Pro TV            | <i>Frumusețe pe muchie de cuțit(r)</i>          | 10.30-12.00           |
| 16 May 2010    | Pro TV            | <i>Apropo Tv</i>                                | 13.05-14.00           |
|                |                   | <i>Divertis – Land of Jokes</i>                 | 20.30-21.30           |
|                |                   | <i>Divertis – Serviciul Român de Comedie</i>    | 21.30-22.30           |
|                |                   | <i>Apropo Tv(r)</i>                             | 1.00-2.00             |
| 17 May 2010    | Pro TV            | <i>Happy Hour</i>                               | 17.45-19.00           |
| 18 May 2010    | Pro TV            | <i>Happy Hour</i>                               | 17.45-19.00           |
| 19 May 2010    | Pro TV            | <i>Happy Hour</i>                               | 17.45-19.00           |

*Entertainment shows at the Antena 1 channel (week of 18 – 24<sup>th</sup> May 2012)*

| <b>Period</b>   | <b>TV Channel</b> | <b>Entertainment show name</b>   | <b>Broadcast time</b> |
|-----------------|-------------------|----------------------------------|-----------------------|
| 18- 24 May 2012 | Antena 1          |                                  |                       |
| 18 May 2012     | Antena 1          | <i>'Neatza cu Răzvan și Dani</i> | 8.00-10.00            |
|                 |                   | <i>Burlacul III(r)</i>           | 11.30-13.00           |
|                 |                   | <i>Acces Direct</i>              | 17.00-19.00           |
| 19 May 2012     | Antena 1          | <i>Te cunosc de undeva!</i>      | 20.20-23.40           |
| 20 May 2012     | Antena 1          | <i>Te cunosc de undeva!(r)</i>   | 16.15-19.00           |
|                 |                   | <i>În puii mei!</i>              | 20.20-21.40           |
| 21 May 2012     | Antena 1          | <i>'Neatza cu Răzvan și Dani</i> | 8.00-10.00            |
|                 |                   | <i>Acces Direct</i>              | 17.00-19.00           |
|                 |                   | <i>Un Show Păcâtos</i>           | 23.00-1.00            |
| 22 May 2012     | Antena 1          | <i>'Neatza cu Răzvan și Dani</i> | 8.00-10.00            |
|                 |                   | <i>Acces Direct</i>              | 17.00-19.00           |
|                 |                   | <i>Plasa de stele</i>            | 20.20-22.15           |
|                 |                   | <i>Un Show Păcâtos</i>           | 23.00-1.00            |
|                 |                   | <i>Acces Direct(r)</i>           | 3.45-5.45             |
| 23 May 2012     | Antena 1          | <i>'Neatza cu Răzvan și Dani</i> | 8.00-10.00            |
|                 |                   | <i>Plasa de stele(r)</i>         | 11.30-13.00           |
|                 |                   | <i>Acces Direct</i>              | 17.00-19.00           |
|                 |                   | <i>Te pui cu blondele?</i>       | 20.20-22.15           |
|                 |                   | <i>Un Show Păcâtos</i>           | 23.00-1.00            |
|                 |                   | <i>Acces Direct(r)</i>           | 3.45-5.45             |
| 24 May 2012     | Antena 1          | <i>'Neatza cu Răzvan și Dani</i> | 8.00-10.00            |
|                 |                   | <i>Te pui cu blondele?(r)</i>    | 11.30-13.00           |
|                 |                   | <i>Acces Direct</i>              | 17.00-19.00           |
|                 |                   | <i>Un Show Păcâtos</i>           | 23.00-1.00            |

*Entertainment shows at the ProTV channel (week of 18 – 24<sup>th</sup> May 2012)*

| <b>Period</b>    | <b>TV Channel</b> | <b>Entertainment show name</b>       | <b>Broadcast time</b> |
|------------------|-------------------|--------------------------------------|-----------------------|
| 18 - 24 May 2012 | Pro TV            |                                      |                       |
| 18 May 20102     | Pro TV            | <i>Happy Hour</i>                    | 17.45-19.00           |
| 19 May 2012      | Pro TV            | —                                    | —                     |
| 20 May 2012      | Pro TV            | <i>Apropo Tv</i>                     | 13.05-14.00           |
|                  |                   | <i>MasterChef(r)</i>                 | 14.00-16.00           |
|                  |                   | <i>Apropo Tv(r)</i>                  | 1.45-2.30             |
| 21 May 2012      | Pro TV            | <i>Apropo Tv(r)</i>                  | 13.30-14.30           |
|                  |                   | <i>Serviciul Român de Comedie(r)</i> | 14.30-16.00           |
|                  |                   | <i>Happy Hour</i>                    | 17.45-19.00           |
| 22 May 2012      | Pro TV            | <i>Happy Hour</i>                    | 17.45-19.00           |
|                  |                   | <i>MasterChef</i>                    | 20.30-22.30           |
|                  |                   | <i>MasterChef(r)</i>                 | 0.00-2.00             |
| 23 May 2012      | Pro TV            | <i>Happy Hour</i>                    | 17.45-19.00           |
| 24 May 2012      | Pro TV            | <i>Happy Hour</i>                    | 17.45-19.00           |
|                  |                   | <i>Serviciul Român de Comedie</i>    | 21.30-22.30           |