

Affects and the Dynamics of Cultural Belonging in Reality TV

In order to be economically successful, Reality TV formats combine their content with products and intentions of a globalized consumer and leisure industry. We argue that Reality TV shows stage consumer products as affecting elements, in order to enhance the show's appeal for as many different viewers as possible. Thus our presentation will show examples of a qualitative study combining structural television analysis with non-participating audience observation of „Germany's Next Topmodel“ focusing on the circulation of affects. The central issue of our analysis centers on forms of „banal transculturalism“ – expositions of a desirable globalized

lifestyle and the local everyday world within the show and how these are verbally and bodily experienced by the audience. Subsequently we conclude with reflections about the relevance of mediated affect for dynamics of cultural belonging.

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