

The viewer/citizen of TV3 programmes presented to Input

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The aim of this paper is twofold. On one side, it looks at the programmes presented and selected by TV3 to the different editions of Input (“Input”, founded in 1978, is the acronym derived from «international public television»), and makes a characterisation of these programmes. On the other side, it analyses the last five TV3 programmes selected for the Input editions since 1995, in order to identify type of spectator/citizen inscribed and to discover the traces of the “model author” and the “model reader” (the implicit author and the implicit reader) following Umberto Eco proposals. The main sources for the research are the programs presented to Input, available in the database of the Pompeu Fabra University. Based on those sources, textual analysis technique has been applied in order to make the study. The selected programmes reach Input quality standards. However, this is not the standard of quality that is searched for, but a standard which responds to the most elementary communication criteria: the one in which the message is decoded by the receiver, looking for the broadcaster and receiver’s traces.

The paper has an introductory section, where the analysis is presented, three chapters, a conclusion and a bibliography.

After the Introduction (Section 0), Chapter 1 (“Searching for criteria of TV quality”) analyses the problem of TV quality. Quality measurements based on the audience share are discarded; the analysis focuses on the coherence between the broadcaster and the receiver and, more specifically, between TV3 and the Catalan viewer citizen, in a symbiotic coexistence between television and people, in which a normal relationship is established (regarding their media and the use of their language, the Catalan. The relationship between television and people will be the core of the analysis of the model author and the model reader, suggested by Umberto Eco; having at that done, new reflections have been developed

. From this perspective, the 5 programmes presented by TV3 to Input are analysed.

Chapter 2 (“Dialogue between TV3 and Catalan viewers/citizens”), makes a closer look to TV3 programmes. These programs are: 1995-Donostia-San Sebastián: *Oh, Europa!*; *Itàlia* (Oh Europe!: Italy); 1996-Guadalajara (Mexico): *Les coses com són* (Things as

they Are); 1998-Stuttgart: *Vides privades: Les Rambles* (Private Lives: The “Rambles”); 2002-Rotterdam: *30 minuts: Fugint del Futur* (30 Minutes: Escaping from Future), and 2003-Aarhus: *Amors* (Loves).

Chapter 3 (“Reading of TV texts”) presents the analysis of the five selected programs. This analysis, together with the documents, allows to draw some conclusions exposed in Chapter 4 (“TV3 viewer: television reader and citizen”). The five programs analysed share the common objective of establishing an active relationship between the author and the viewer: TV3 aims to provoke a reflection of the Catalan viewer/citizen and push them to action. TV3 offers programmes showing active citizens, creating a reality, Catalonia, which has been silenced for a long time.

The quality of the programs analysed is derived from the search of a relationship between the creator and the reader, in order to construct a real world based on contrasted facts, and on values of reference that give the priority to the “individual”. The programs show a specific reality and, at the same time, turn it into fiction. That construction of reality may be experienced or close by level by the spectator, because is part of the context in which he lives. Some topics as love in a specific story, the lives of citizens, the environment, Catalonia or the European Union, the lives of disabled or excluded people, etc., are shown in TV fiction to call, directly or indirectly, to a progressive action (but not to a revolution). The viewer watches and understands as far as (s)he accepts the fictional pact, is able to reflect and change his/her attitudes, has not passive attitude, maybe searching for happiness and positive relationships and constructs a scale of values where the driving force is the defence of the individual of a society where everybody has its place.

The programmes presented by TV3 to Input have been produced in a very specific context order to normalise the Catalan situation. That normalisation is closely related to the creation of a civil consciousness, which is recognised by the Input conference when discussing about the characteristics of the programs: innovative in the form when the programs are Input quality assessment: innovative in the form or the content, original, risky or experimental, unusual or controversial, imaginative on use of new technologies. These criteria are used to select the programs presented and allocate them among the different sessions organised to debate with the participants. The programmes require participants of the Input sessions the same task required when they were broadcast: reading to interpret the message. These programs show people in social relations, in a

natural interaction: some other programmes did not ask for a reflection on a specific experience, but for a visualisation for leisure (which will require of some experience to be understood), or simply to inform or debate on Historical issues to create the social memory.

In the process of normalisation, the individual is considered of a primary importance first. It is a model of citizen that might be defined as the person that lives in a specific place, Catalonia, with its own culture and language, without falling on folk localism. Altogether makes diversity a salient value without excluding the other.

A question still remains to be answered: does the characterisation resulting from the analysis fit the viewer? This question can only be answered through an ethnological research of the reception process in order to notion of citizen identified in the programs with the viewers own interpretation.