

Development of an Entertainment Talk Show Format to Promote Critical Thinking Skills Among Generation Z

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Abstract

The objective of this study is to study the development of an entertainment talk show program format to promote critical thinking skills for Generation Z. The data were collected using in-depth interviews with criterion sampling: (1) the Generation Z audience; (2) program producers; and (3) communication experts. The results of the components of entertainment talk show program for Generation Z revealed the following: (1) the program topic must be up-to-date, accurate, reliable, and able to meet a wide range individual needs of the audience; (2) the overall presentation of the program should be informal, innovative and entertainment; and (3) the program presenter/host should have a balance between entertainment and information, be sagacious, self-confident and reliable; and (4) the time and mood of the show; the average length of the program is 30 minutes. There were criteria for selecting guests and being accepted by the Generation Z audience. The results of the development of an entertainment talk show program format to promote critical thinking skills revealed the following: (1) pre-production process: the topic should be intriguing or emotionally impactful which led to promoting critical thinking skills. The scripts should lead to controversy, encourage opinions, and include information about the platform for viewers to share their opinions; (2) the production process: program presenter/host and guests should review the topic before filming; and (3) the post-production process and the evaluation of the production process focused on consistency, continuity and implementing audience opinions. The evaluation of program focused on managing audience opinion and a platform for various comments on the audiences.

Keywords: Entertainment Talk Show, Promoting Critical Thinking Skills, Generation Z

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Introduction

The Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN) is a major advertising agency in Japan that studies consumer behavior. Generation Z in six ASEAN countries (Thailand, Singapore, Indonesia, Malaysia, Vietnam, Philippines) found that since 2021, Generation Z has become a relatively large proportion of the population in the ASEAN region. Currently, this population represents approximately 24% of the total population and will become the main group of consumers in the future. The truth is that this generation use various social media platforms for different purposes, for example, Facebook is for catching up on news, Instagram is a virtual diary, Twitter is for sharing information in real-time, and finally, TikTok and YouTube for the purposes of entertainment and content creation (Hakuhodo, 2021).

The YouGov RealTime Omnibus found that Generation Z uses YouTube the most, compared to other types of online social media, followed by Facebook, TikTok, and Instagram, in that order. Additionally, it was observed that within this group, the use of TikTok is characterized by watching live broadcasts, such as those from online sellers, followed by tracking the activities of artists and celebrities, and then following the news, respectively. (marketingoops, 2022) The information is consistent with research on the lifestyle of consumers in Generation Z, revealing that they are interested in social issues, particularly those related to the economic situation, such as professions or further education. In terms of their approach to life and expression of opinions, it was found that Generation Z tends to be straightforward and outspoken, disliking prolonged waiting times and not feeling the need to tolerate situations that are not right (Kuawiriyapan, and Suwannamek, 2020).

Generation Z lives in a society that has many problems. They are concerned about various aspects of their lives, such as economics, politics and society, inequality, human rights issues and the COVID-19 pandemic. Therefore, they are enthusiastic about solving social problems together with other people in their generation and like to criticize things around them (Hakuhodo, 2021).

Generation Z has changed the way that media is used. Online media has become the main way to search for information and entertainment. Promoting critical thinking skills is something that should happen along with changes in technological development. I am concerned about the importance of promoting critical thinking to benefit Generation Z audiences. Therefore, I had the idea to develop an entertainment talk show program format for the members of Generation Z.

Methodology

The data were collected using in-depth interviews with criterion sampling: (1) the Generation Z audience are as follows: the criteria for the sample audience of Generation Z viewers refer to the generation born between 1997 and 2012, with previous experience in accessing entertainment talk show media through online channels (11 people); (2) program producer: the criteria for the sample audience of program producer refer to those with least three years of relevant work experience in media production for a target audience of members of Generation Z. The responsibilities should be related to any part of the media production process (pre-production, production, and post-production), or they can involve responsibilities; in all three parts of the media production process (5 people); and (3) communication experts: the researchers select communication scholars, emphasizing

expertise and diverse abilities. The selection is based on experience and relevance to the field of communication (3 people).

Conclusion

This study focuses on examining and developing the format of entertainment talk shows based on research to enhance critical thinking skills through the perspective of involved parties. There are three target groups: (1) the Generation Z audience; (2) the program producer; and (3) communication experts in order to obtain information for program production, including data on the program format and perspectives for blending content analysis.

The research summary is divided into two points. The results of the components of an entertainment talk show program for Generation Z revealed that first, the topic of the program must be up-to-date, contain accurate information, should be reliable and able to meet a wide range of individual needs with the audience; second, the overall presentation of the program should be informal, innovative and entertaining. The visuals in the communication of the program should be able to provide viewers with a clearer picture, enhance understanding of the content, reduce uncertainties, and lead to more thoughtful consideration; three, the program presenter or host should create a balance between information and entertainment. They must possess the skills to express their opinions appropriately in different situations and their commentary should be moderate and unbiased; and four, the time and mood of the show and the average episode length of an entertainment talk show should be considered based on appropriateness and additional environmental factors. The content provider may find it suitable to present the entire program in 15 to 30 minutes. However, from the perspective of the Generation Z audience, they prefer watching talk shows that last between 30 to 60 minutes, with the content divided into at least three segments. There are also criteria for selecting the guests who may be accepted by Generation Z.

The results of the development of an entertainment talk show program format to promote the importance of critical thinking skills: first, in the pre-production process, program producers should incorporate content that promotes analytical thinking in the form of program content or discussion topics. The content that sparks curiosity and ignites knowledge results in Generation Z viewers expressing their opinions while watching the program. On the other hand, content that aligns with societal interests or evokes emotional responses will lead Generation Z viewers to share their thoughts after watching the program. In developing an entertainment talk show script, it is crucial to design the conversational style of the host that leads to generating debates, questions, or encourages audience comments. Alongside this, clear instructions should be provided within the script regarding how and when opinions should be expressed or analyzed during the program. Also, considerations should be made on whether the show is live, if it can be viewed retrospectively, and which channels are available for audience comments; second, in the production process, the program presenter or host should engage in discussions and review the topics of the conversation before starting the recording, especially the host who needs to gather information or prepare in advance. This is to control the issues and guide their own opinions during the discussion; and finally, in the post-production process, the evaluation of the production process should not be narrowly focused on any specific aspect but should emphasize consistency and continuity in the assessment. Additionally, it is essential to incorporate viewer feedback into the evaluation process. Program producers should actively manage and sincerely welcome viewer feedback, providing channels for diverse audience opinions. Moreover, there should be a careful

selection of feedback, focusing on essential aspects that reflect the impact of communication to enable meaningful analysis.

In summary, the channels for disseminating entertainment talk shows based on research to promote the analytical thinking skills of Generation Z, YouTube and Facebook are the most intriguing channels. This is because they can effectively respond to the behaviors and preferences of the Generation Z audience. Apart from the convenience of content, these platforms also allowed immediate interaction through comments, and providing an avenue for expressing opinions in real-time. Additionally, it serves as a platform for practicing analytical skills by engaging in discussions on the topics presented in the program.

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