



Debating

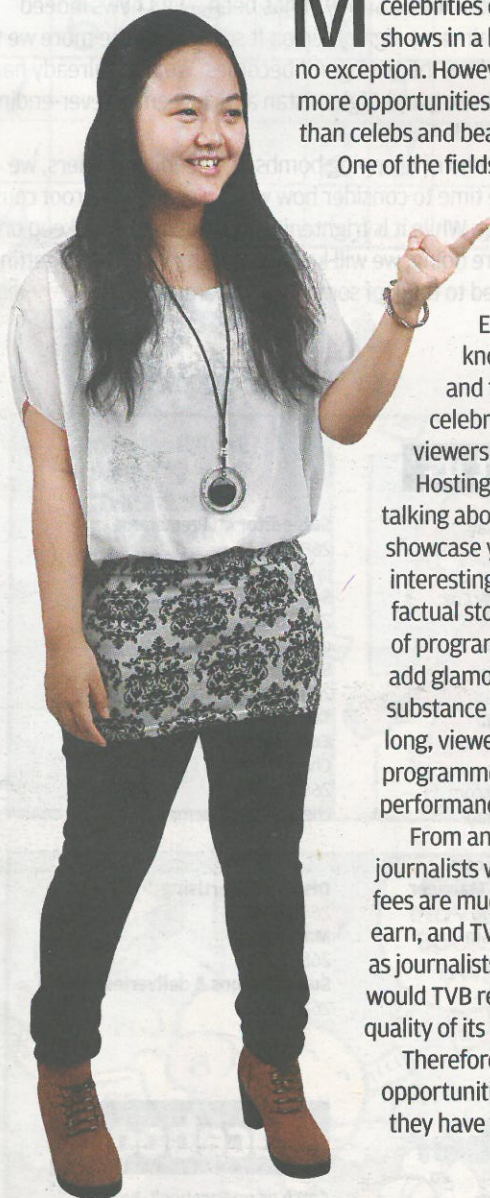
face off

Each week, two of our teenagers will debate a hot topic. **This week ...**

Should TVB give journalists, instead of celebs or pageant winners, more opportunities to host lifestyle shows?



**Rai Arlin L, 17,
St Margaret's Girls' College**



Most television broadcasting stations hire celebrities or pageant winners to host their shows in a bid to gain more viewers, and TVB is no exception. However, I believe that TVB should give more opportunities to journalists to host lifestyle shows than celebs and beauty queens.

One of the fields of journalism includes lifestyle, which focuses on the ever-changing society and entertainment scenes, giving potential candidates the qualifications to "talk" about it.

Equipped with a vast amount of knowledge in terms of lifestyle, trends and fashion, they would outshine any celebrity presenter. This would help draw in viewers like moths to a flame.

Hosting a programme is more than just talking about a certain subject; you need to showcase your knowledge in a fun and interesting way. Journalists tell interesting, factual stories, so they are perfect for this kind of programme. Stars such as Carol Cheng might add glamour, but it is vital for a show to have substance as well. Quality matters, and before long, viewers will take an interest in the programme depending on the host's performance.

From an economic perspective, hiring journalists would be cheaper for TVB. Celebrities' fees are much higher than what most reporters earn, and TVB wouldn't have to pay scriptwriters, as journalists could write their own copy. This would TVB reduce its costs while maintaining the quality of its programming.

Therefore, journalists deserve more opportunities to host lifestyle shows because they have the right training for the job.

**Henry Lui, 15,
Sha Tin College**



Journalists are a wonderful bunch. They go to extreme lengths to protect our society from corrupt governments and evil corporations. But as brilliant as they are, it is certainly not their job to host lifestyle shows - 30-minute programmes showcasing products and services from car manufacturers, watchmakers, restaurateurs and fashion houses, things that no one actually needs.

Deep down, lifestyle shows are adverts, so they ought to be treated as such. It isn't wise to have a non-celebrity recommend a product, as their views do not carry much weight. It makes about as much sense as a bald person talking about shampoo.

Allowing journalists to host shows is fine, but it is nearly impossible to make it happen and highly impractical for a broadcaster like TVB to maintain.

There's the hassle of finding and testing unknown journalists for the position, the long training process, and the hunt for advertisers who are actually willing to pay to have their product promoted by a non-celebrity. Then, and only then, would the show get aired. After producers realise that no one actually wants to watch an ordinary person eat spaghetti for half an hour, they'll revert to a celebrity presenter.

Yes, journalists are skilled in reporting, but those skills have little to do with hosting lifestyle shows. Consumers can be easily swayed by marketing campaigns involving public figures or celebrities. The more products a company sells, the more they will advertise on TV. So what TVB is doing is a logical business practice. The broadcaster wants to maximise its profits. You can't expect them to feed the poor, cure Ebola, and provide people with job opportunities.

We must evaluate the situation from a business point of view before suggesting impractical and wasteful ideas.