

Abstract

This work deals with the audience reflection on the changes in the Czech casting of the sitcom *The Big Bang theory*. In the introduction we will learn about dubbing and its short history in the Czech Republic and the world. We will also become acquainted with the series and its history in the Czech Republic. Finally, we get to the issue of Czech dubbing, which began in 2014. The crisis resulted in the changes in casting of many Czech voice actors but the audience did not like them and decided to stand for them. The work deals with these reactions, more precisely the reactions to change in a particular case – *The Big Bang Theory*.

There is an analysis of selected discussions of two media in the practical part – the iDnes.cz web portal and the Prima COOL facebook page. A quantitative content analysis was used as a methodology.

The result of the thesis is the analysis and comparison of the behaviours of the viewers of both media. There is also a reflection on the theme of dubbing versus subtitles or the polemic about the future of dubbing.