

Annotation

A diploma work titled *The Audience Is Always Right: An Analysis of Audience Viewing Patterns of "Your Face Sounds Familiar" TV Show* is focusing on the research of television audience motivation to watch the popular imitation reality show *Your Face Sounds Familiar* a Czech television TV Nova channel production. From the perspective of classical ethnographic audience research and of cultural studies theoretical discourse, the presented qualitative analysis addresses particularly the capturing and interpretation of the viewers' pleasures which the audience experiences while watching the given show, and moreover it also deals with the social functions and cultural meanings the show conveys to its consumers. The central finding of the analysis is the fact that the viewer's pleasures oscillates around their interaction with cultural identities the production of which the show systematically addresses. The origin of the pleasure is based on the mechanism of a semiotic imitation game with these cultural identities, or as the case may be, it is based on a game vesting in the recognition of pop-culture references and subsequent comparison of iconic features of the original identity with its acted resemblance. The viewer experiences pleasure at the moment when enabled to make use of his cultural capital and knowledge of popular art so that he can decode these imitation cultural references and gain a satisfactory sense from them. The media production should thus apply the corresponding findings with respect to the contents themselves, so as to convey more relevant social and cultural meanings. At the same time the media should enable their users to successfully exercise their "DIY cultural citizenship" by consuming their media products.