

Abstract

This diploma thesis deals with the formation of hatred towards the participants of the reality TV shows *MasterChef Czechia* and *Married at First Sight*. Specifically, the focus is on whether the shows and the participants in them have the potential to evoke this emotion among their viewers. The theoretical part deals with the relationship between television and the Internet environment, where this emotion can be subsequently stirred up within groups on discussion forums or social networks. It also defines the genre of reality TV into which are the TV shows included, and in the end defines hatred and other emotions that are closely related to it. Based on the findings from the literature, the characteristics that can potentially lead to the emotion under discussion are then identified. These traits are central to the subsequent determination of the research questions. In the research part, one particular series at a time (both were broadcast during 2020) is then qualitatively analysed for both TV shows, also there is the portrayal of all their main participants, with a particular focus on finding defined traits with the potential to provoke hatred. The final sub-section of the research section also briefly mentions the response that these particular TV shows had in the social media environment at the time of their broadcast.