

Abstract

The aim of this thesis is to find out how the perception of Martin "Mikýř" Mikyska changed during the broadcast of the Survivor show by its viewers. The work focuses on how the Czech viewers of one of the world's most successful reality shows react to its connection with a well-known comedian. Martin Mikyska is known, among other things, for his specific humor, which is full of sarcasm and irony, which caused his participation in the Survivor show to be met with contradictory reactions. The research carried out as part of this thesis uses the methods of qualitative content analysis and sentiment analysis to find out how the perception of Mikyska developed. The research set is posts and comments on the social network Facebook, which were published on a selected profile and in selected groups in specified periods. The thesis also lays the theoretical and methodological foundation necessary for the implementation of the research. The reader will become familiar with the theoretical foundations for reality shows, social media audiences, social networks with an emphasis on the Facebook, the theory of media presentation of personality, the concept of the Survivor show and the personality of Martin Mikyska. The methodological part then describes the research methods, the research set, the research question and hypothesis, the limits of the research and the procedure for analytical work. In the practical part, the readers are presented with the research results, the research question is answered, and the established hypothesis is confirmed or refuted. The practical part also includes a discussion of the research results.