The main issue of our dissertation paper is perception of TV moderator’s image by the young audience. The problematic is relatively new and under-researched. However, it could be mistaken to state, that earlier researchers did not perform the problematic of TV presentation. This topic has being researched by such scientists as: Alexej Leontjev, Svetla Cmejrková, Victor Meca etc. However, the above mentioned problematic has been researched from the viewpoint of TV presentation’s structure and content, but not from the point of audience perception.

By means of qualitative (qualitative content analyses of popular Czech and Kyrgyz TV – moderators Jan Kraus, Halina Pawłowká, Marek Eben, Libor Boucek, Andrej Malachov, Lolita Miljavskaja, Vladimir Molcanov etc.) representations and quantitative analyses (questionnaire survey with participation of 428 respondents) performed in Czech Republic and Kyrgyzstan, we demonstrate how the perception of the TV moderator image can be influenced by gender factor, professional and cultural backgrounds of audience. Moreover, by means of our analyses we have found out (identified) that besides the formal (visual) aspects of TV presentation (verbal and nonverbal behaviour), the significant role in the process of formation of young audience’s opinion about the talk show moderator play the personal characteristics of the showman, such as: professionalism, psychological characteristics, cultural orientation etc.

By means of factor analysis we found out that there is a common tendency in evaluations of showman communication strategies by Czech and Kyrgyz respondents. The above mentioned tendency can be presented as the following proposition: “The more popular the TV moderator is, the less distinctive is the audience in evaluation of his communication strategy“.