

## **Abstract**

The aim of the thesis is to understand the behaviour affected by social distinction contained in the environment and conversations of participants of a reality television show. The current media scene is flooded with reality television shows, which in numbers never seen before, uses sections of various media consumers for its own purposes. The basis for the work was the concept of Demotic Turn of Ordinary People, ie those groups of consumers of media content who are not considered to be experts or celebrities and are not deemed to be interesting by the media or engaged in the media, and during the program they enter into a media-constructed reality. Using analytical concepts in examining lifestyles and class distinction, I qualitatively analyzed the content of a selected sample of the reality television show Prostřeno! I used the principles of grounded theory and on the theories based on the work by Pierre Bourdieu. The theoretical part is focused on the concept of class and habitat. For all classes there is a common lifestyle that the people in these classes present to the world around them. The goal of the empirical section was the endeavour to find an answer to the investigative question: *On what basis do individuals define lifestyle and social class of other participants, including their differentiating taste in food, accommodation arrangements and entertainment.*