

Abstract

In this thesis, the author focus on the description of mass, later called popular culture, and its products, the two selected, originally British, talent singing reality show, “Česko hledá SuperStar” (and “Česko Slovenská SuperStar”) and X Factor. Their competitors are the subject for qualitative research of articles in periodical press. The aim of the research is using qualitative content analysis to analyse “Mladá fronta DNES” and “Blesk”, and how published texts construct contestants of selected shows. For research was selected period of time when the competition was broadcasted, February – June 2004; February – June 2008 and September – December 2009.