

## **Abstract**

This thesis deals with talent show *Got Talent* and through this television format compares four culturally different adaptations. This comparison is based on analysis of these four shows: *Česko Slovensko má talent*, *America's Got Talent*, *Britain's Got Talent* and *China's Got Talent*. Content of the shows is different in many respects thanks to distincts in television histories and diverse culture in each territory.

The theoretical part focus on culture and development in television broadcasting in selected countries. Another chapter describes the market with licenses for television formats and differences in local adaptations of shows and series.

Content analysis itself was based on comparison of selected series of the show *Got Talent* and particular episode.

It was found that worldwide television formats differ in many respects. Rules of the show, roles of the judges, dramaturgical structure of episode and casting of contestants are adapt to local culture and lifestyle. There are some common features in shows on the other hand: emphasis on personal life stories of the contestants and effort to create integrated story for whole episode through specific structure of the episode.

We can say that television shows has influence on culture and culture affects content of the programme.