

## **Abstract**

The aim of this diploma thesis is to describe how successfully are global television formats adapted in the region of Central Europe. Media systems in the Czech Republic, Hungary, Poland and Slovakia were considerably transformed after the fall of communism in the 1990s. Television markets started to be built within the new media systems. This thesis describes a globalization theory with focus on the concepts of cultural imperialism and cultural globalization. Emergence of the global television formats is one of the most visible processes within the globalization. There is a prevailing opinion presently that the global formats contributes in some ways to cultural heterogenization and pluralization. Local adaptations of global formats acquire meanings of national culture. The term glocalisation is connected with spreading of the global formats. This term is nowadays used more often than the term globalisation in relation to global formats. This diploma thesis is concerned with the adaptation of formats in the countries of Central Europe. Popularity of global formats in this region is compared on the basis of ratings. There is also evaluated which format has the most universal impact in the region and if audiences in these countries have similar cultural preferences. Afterwards, other trends typical for this region are described.