

Abstract

The diploma thesis deals with the problem of adaptation of television formats in Czech environment with focus on British format of panel shows. It describes the development of television format from the cultural globalization, beginnings of television formats in the 50s to process of adaptation in Czech environment today. The research is focused on searching for the reason for the often unsuccessful adaptation of typical British format of panel shows to Czech environment. It explores two adapted shows, one successful and one unsuccessful and compares them based on defined categories. The thesis shows that the one of the most important aspect of successful format adaptation is usage of localisation elements, as well as the casting and character of the particular panel show.