

## **Abstract**

The diploma thesis deals with a comparative analysis of two singing competitions, *Zpívá celá rodina* and *Česko hledá Superstar*. The comparison is based on the analysis of the shows *Zpívá celá rodina* and *Česko hledá Superstar*. Since the analysed television singing competitions were broadcast in different eras, significant differences between the two television shows can be observed.

The theoretical part deals with television entertainment, the definition of television singing contest formats, as well as the description of media audiences and television fans. The thesis includes a brief description of the TV music shows and singing competitions that were available on the domestic market. The following comparative analysis is based on comparing the two mentioned singing competitions.

The thesis presents the findings that the different eras contributed significantly to the form of the television singing competitions and also had a considerable influence on the preferences of the television audience. The thesis also provides a rationale as to why the the above mentioned shows were so popular with television audiences and whether the concept of *Zpívá celá rodina* could still be successful today. This justification is supported by comments by music experts and personal experience of participating in the Superstar television format.