

Diploma thesis „Globalization's Effects on New Television Formats Production (TV Nova Model)“ focuses on examination of influence of foreign television contents on contemporary Czech television production, specifically on production of Czech commercial television Nova. The thesis describes the theory of globalization, cultural and media imperialism as well as new, alternative hypotheses dissent to these theories, focusing mainly on the theory of glocalization. These mentioned theories are being applied on the sphere of television broadcasting and the thesis also tries to explain the current situation on the Czech television market. It interests also in the sphere of television formats that relates closely to the phenomenon examined. Based on this theoretical basis, by means of ethnographic qualitative research carried out in television Nova, the thesis attempts to answer the question of foreign contents influence on local production. Using the method of in-depth interviews with television professionals from television Nova, it investigates the sphere of Czech television production in term of cultural and media imperialism theory but especially in term of theory of glocalization.