

Abstract

This thesis, called ‘A Comparison of the Marketing Communication for the *Česko Slovensko má talent* and *Talentmania* TV Shows’, pursues the objective of describing, in the theoretical section, the changes that influence the current situation on local and foreign media markets, formulating the key features of media companies’, in particular television broadcasters’, marketing communication and describing the tools used for this communication. The practical section of this bachelor’s thesis analyzes the content of and compares the marketing campaigns for two specific TV shows, *Česko Slovensko má talent* and *Talentmania*, aired by the commercial television stations Prima and Nova in the fall of 2010. Marketing communications for each of these shows are compared on the basis of publicly available media outputs (reports in periodicals across the range of media, interviews with representatives of the managements, analyses of ratings, and advertising), the broadcasters’ official materials (official promotional materials, press releases, statements, TV trailers, promotional photographs), interviews with representatives of the TV stations, and in-house materials provided by the marketing departments of the TV stations. The conclusion of the thesis summarizes the key findings about marketing communication in the television sector and the differences in the design of the campaigns for these TV shows, which have similar formats, as suggested by the comparison, and offers recommendations of how to improve the communication of the messages in questions through all components of marketing communication mix.