

Abstract

The bachelor's thesis deals with the analysis of the conflicts within the reality TV show *Výměna manželek* (Wife Swap) in relation to the typology of the participating families. In the theoretical part the thesis focuses on the sole issue of the social and media construction of reality, the phenomenon of reality TV shows and the show *Výměna manželek* itself, which is a specific example of the genre. The narratological role of interpersonal conflict in this type of programs will also be examined. The practical part of the work features a quantitative content analysis of individual episodes of the show, which aims to determine the typology of participating family pairs, how family matching is reflects the degree of conflict and what type of conflicts occur.