

Abstract

This bachelor thesis deals with the audience motivation to watch cooking game shows on Czech television channels using the example of the competition “*Peče celá země*”. The adaptation of the original British format, *The Great British Bake Off*, has become a very successful show on Czech television, achieving high ratings. The aim of this thesis is to find out what were the motivations of the viewers to watch this programme and what are their resulting reflections.

The theoretical part looks at the relationship of society towards food. It focuses on the changes in the perception of food as a basic biological need, the consumer society and the influence of new media on eating habits. The thesis also describes the origins of reality TV, its evolution over time and the possibilities of learning from reality shows. In particular, it deals with the cooking show format, its beginnings on Czech television channels and describes the impact that watching it can have on viewers. Then the theoretical part focuses on Czech adaptations of cooking game shows, especially “*Peče celá země*”. It focuses on the course of the competition, the success of the format, the presence of celebritisation and the product placement.

The subject of the practical part of the thesis is a qualitative analysis of the media audience, the aim of which is to find out the audience's motivations for watching the show “*Peče celá země*” and their resulting reflections. The research uses the method of in-depth semi-structured interviews. The data collected is processed using coding for thematic analysis. The results offer thematically sorted motivations and reflections of viewers of this programme.