

Abstract (ENG)

Docusoaps – programmes that follow their protagonists in various life situations and everyday activities in a "documentary" form – are an important type of reality TV formats. These documentary-like reality shows can follow the private lives of ordinary people as well as famous people and celebrities and, as Misha Kavka points out in his book *Reality TV*, can subsequently construct and reinforce the star image of a new type of celebrity typical of the 21st century. Despite the fact that the Czech and Slovak television scene adopts various formats and types of reality TV, we would hardly come across the docusoap format, following the American tradition of depicting the luxurious environment of rich and famous people. One of the few exceptions is the Czech docusoap *Štíky* (2018), produced by Prima TV. In my thesis, I want to answer the question of why this format of reality TV is so unique in our media landscape and what might be the challenges of transferring this format to home television entertainment? In my thesis, I will firstly define what types of docusoaps within reality TV formats work with celebrities; how these series reinforce and further shape the star image of their participants, and based on interviews with the creators of the series *Štíky* and their subsequent analysis, I will describe the current situation on the domestic TV scene in the context of these reality TV formats.