

Abstract

This final thesis titled as „Cross-cultural comparison of reality show Love Is Blind (USA, Brazil, Japan)“ focuses on the adaptation of the popular reality show Love Is Blind in the USA, Brazil, and Japan. The aim of the thesis is to analyze how the physical separation of contestants is reflected in the different cultural versions of the show with an emphasis on presenting these differences. The thesis is divided into two main parts which are the theoretical and the practical part. The theoretical one defines the topic with focus on the phenomenon of reality shows in general, followingly various types of this genre and examples of specific shows. It also includes an cross-cultural comparison using Hofstede's Cultural Dimensions Theory. The practical part of the thesis includes the characteristics of the research, the actual analysis and results. The thesis is a qualitative content analysis with elements of narrative analysis. For the purposes of the research are used all episodes from the first series of each selected adaptation. In total, it is thirty-seven episodes which are available on the streaming platform Netflix. The results of the analysis highlight the differences that arise from the cultural characteristics of each country, despite all adaptations being based on the same basic concept of the show Love Is Blind.