



FILOZOFICKÁ FAKULTA
Univerzita Karlova

ÚSTAV HOSPODÁŘSKÝCH A SOCIÁLNÍCH DĚJIN

ANOTACE DIZERTAČNÍ PRÁCE

V zajetí televize

Akteři, televizní žánry a programy v USA a Československu v 2. polovině

20. století

CAPTURED BY TELEVISION

ACTORS, TELEVISION GENRES AND PROGRAM IN THE US AND
CZECHOSLOVAKIA IN THE SECOND HALF OF THE 20TH CENTURY

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Summary

Against the backdrop of political, economic and cultural changes, changes have been taking place in the United States of America in the 1950s, even at the level of whole society. One of the crucial changes was the entrance of television broadcasting into the environment of social relations and relationships. Television, as a new form of media that aims to entertain, inform and educate, had very quickly found its way to the most of households where it has settled adamantly. Initially, however, a programmed composition was not firmly established, which sought its stable image at this time in the form of trial and error.

In the Czechoslovakia, and later also in the Czech Republic, TV has also won many supporters. The technical form of the broadcasting scheme was formed on the basis of the actual technical possibilities and the range of the transmitting time. In addition to political influence on broadcasting until 1989, extensive contacts with foreign countries in the form of contractual arrangements and the exchange of materials have also influenced the creation of the program scheme. Czechoslovak television had many international links already in its early days with televisions from all over the world, and it includes also production companies from the United States of America.

This dissertation work deals with the development of the broadcasted programming scheme in the United States of America in the middle of the 20th century and the overlapping of its form in the environment of Czechoslovakia television and then Czech television stations.

Key words: television, television broadcast, program scheme, series, new coverage, advertising, United States of America, Czechoslovakia, Czech television, commercial television