

## Abstract

This bachelor thesis deals with the analysis of the film audience and film culture in the city of Velvary. The main goal is to reconstruct the history of the cinema with the help of historical documents and interviews with local residents. The second part of the thesis analyses film program. The thesis tries to look at the program throughout its structure, dates of the projections, audience attendance and ticket prices. The last part focuses on the questionnaire which helps to analyse the local spectator. The most important part of the research is to find out how the current spectator feels about the cinema. The result of this bachelor thesis is the history of a particular small town cinema, its program structure from 1960 to 1999 and the research of the current audience in the city of Velvary.