

Abstract

This paper is based on a qualitative content analysis of the influence of medical ideology in the V. season of the Czech TV show *Hospital in the Rose Garden*. The serial is generically a medical soap originally situated in the field of gynaecology, which serves as a main platform for this paper. Theoretically, the paper follows Teun A. Van Dijk's multidisciplinary approach of ideology and, especially, his concept of group ideologies which, apart from class ideology, are not a priori considered as negative and manipulative. The serial is put in the context of other medical fictional episodic narratives and is compared in more detail with the British medical soap *Doctors*. The practical part is divided into two main parts; the analysis of doctors and female patients, which are both analysed by various types of qualitative analyses. The important part in the section focused on doctors is the textual analysis of mise-en-scenes, which is divided into sub-parts according to the various symbols of medical authority. The presence of medical ideology is also proved by the semiotic analysis of the opening credits. The paper marginally deals with the issues connected with advertising focused on food supplements and cosmetics, in which the identity of doctors is often used. This identity issue is relevant for the analysed serial due to the fact that the false identity of one of them main actors was used in the television commercial. In the part focused on the patients, dominates the classification table of all medically engaged situations presented within the serial in the analysed period, which resulted into six main categories of patients: *Sufferers, Sovereigns, Pig-headed, Humble, Grateful and Neutral*. To prove these categories, also the analysis of mise-en-scenes of patients was conducted. The last part of the research was devoted to the linguistic analysis of chosen communication situations based on the dialogs between doctors and patients. More for illustration, the paper provides also the medical correction from the doctor in the original script. However, they play a marginal role in relation to the textual concept of the paper, they serve as a proof of the medical ideology as well. Similarly, the final part of the paper contents the reflection, based on the personal interviews, from doctors and producers, who participated on the serial. Their aims and missions were therefore compared to the results of the previous qualitative analysis. All conducted analyses proved the existence of medical ideology in the serial and in the society, and, moreover, showed how this group ideology operates within the dominant discourse and consequently through media maintains status quo and legitimizes itself.

Datum: Podpis

22. května
2009