

Annotation

In this diploma thesis I study the meaning-making discourse practices of the media in the post-modern time. Current social transformations, influenced by the questioning of the categorical certainty of the modern way capturing the world, inevitably raise questions about the effect of emerging forms of reality's representation on the formation of mediated public space. Whereas, the critical perspective, developed in the context of scientific research, considers the enhancement of the entertainment component in communication space as a failure of media institutions to fulfill the ideal of the public sphere, the second stream of thinking evaluates current transformations quite optimistically, because it regards television formats overflowing with emotional expressions as an emancipatory space that is open to marginal voices in society. Exactly the media genre of talk shows, as a very controversial format, necessarily attracts much attention in the outlined debate. However, it is developed primarily by liberal democratic societies, while the focus of the research is the analysis of the talk show from a Russian society based on authoritarian tradition. The post-Soviet transformation in the 1990s caused a loss of the previous foundations for the self-concept of the individual, which is why I am trying to understand in this thesis how the interactive nature of talk shows can contribute to shaping a new support in values.