

Divided into a theoretical and practical part, this master's thesis is concerned with TV serials as a social medium. The theoretical part introduces some of the theories of postmodern times (Baudrillard, Virilio, Lipovetsky, Bauer and Bauman), further it analyses the concepts related to media communication and their interrelations (Thompson, Jirák, Köpplová, Berger, Luckmann, Burton, Barthes) in order to provide a theoretical framework for the analysis of the particular TV serial "Sex and the City" in the practical part of the thesis. With respect to the serial character and content it includes also a gender perspective.