

Abstract

The subject of the bachelor thesis „Serial, today’s phenomenon“ is the analysis and description of serials broadcast in prime time. In the first part the thesis defines the concept of prime time. The changes in broadcast formats over the years are described at the end of this chapter. The next chapter defines the term serial and the characteristics of its specific features and types. The thesis describes the serials broadcast in prime time during 2019 in the third chapter. It briefly introduces some broadcast serials, which are divided by types, and mentions all the serials that were broadcast. In the last chapter there is an analysis of broadcast serials.