

Annotation

Primary aim of the bachelor thesis is to compare the program scheme of television ČT1, as a public service medium and TV Prima, as a commercial television and describe the methods used for the program scheme creation. Secondary aim is to determine circumstances on which the new shows of each TV are created and how those shows are being implemented as a part of newly devised program schemes. First part of this bachelor thesis explains main terms connected closely with the thesis theme. Specifically, those terms are: dual broadcasting system, public service TV, commercial TV, ratings, target group, audience, subculture, prime time, ads, show creation and program scheme. The aim of the following thesis part is a brief summary of each compared TV and a more complex analysis of chosen characteristics, as follows: audience, ratings and the program scheme. Those characteristics should further describe each TV approach to devising of their own program schedule. Practical part is divided into three parts. The first part is a quantitative content analysis, which answers pre-set research questions. Addition to this part is a short analysis of methods used for devising of the program schemes and additional array of practical examples. For the second part, the questionnaire method is used with the aim of audience segmentation by pre-defined criteria. Another aim of this part is to understand perception and interaction of the audience with the TV's program schemes. The last part of the bachelor thesis focuses on analysis of the acquired interviews with key employees of each compared TV. Those interviews provide answers to the questions connected with the methods used for creation of the program schemes and TV shows devising. This allows for connection of all types of analysis made and provides fuller answers to the overall bachelor thesis theme.