Abstract

This bachelor's thesis deals with the media image of the television series Most! It is one of the most successful projects of Czech Television in terms of the number of viewers and the media interest in the series was great. The series was exceptional not only for its viewership but mainly for the topics it presented, such as xenophobia, racism, and gender issues. The story takes place in the North Bohemian town of Most. This thesis will briefly introduce the series itself, its plot, creators, and actors. However, the main part of the thesis consists of quantitative and qualitative content analysis of selected media. The aim of quantitative content analysis is to obtain data on how often and to what extent media wrote about the series, what topics the media most often addressed in connection to the series, and so on. The aim of qualitative content analysis is to analyze selected texts in more detail. Part of the work is also the statement of the creator of the series.