

Abstract

Diploma theses „Medial representations of success in Czech series after 1989“ is researching, how is through six Czech television series presented the success. Medial images are an important source of knowledge of our current society. Success itself is a phenomenon we are facing daily in our lives. A large part of this experience is made through the media. The purpose of this work is to identify, which key phenomena of society distinguished values has been viewed in selected series (Konec velkých prázdnin, Život na zámku, Ranč U Zelené sedmi, Reportérka, Semestr and Terapie). Through the observations we are able to describe which images were mostly displayed, which at least and with who it has been connected. Thanks to this, we can review whether these medial representations of success are indulgent with their own evaluation of this concept. The recognizability of these phenomena and its interpretation is considered as a parameter of an individual personalities and their observation is being the typical subject of stereotyping. The conclusion of the thesis shows what is the development of representation of success in the Czech series and which picture of the current society has been created by these interpretations.