

## **Abstract**

This diploma thesis deals with television entertainment as a phenomenon on Czech television screens. In the theoretical part the thesis provides an overview of entertainment as a term and concept and its definition, further describes its historical forms before the advent of mass media and its subsequent development towards the media entertainment revolution, with emphasis on establishing entertainment on television screens. The thesis then defines the entertainment functions of the media and their importance in society, but also the criticism of entertainment. The thesis also provides the classification of television entertainment genres and formats and examples of penetration of entertainment into other forms of communication. From the point of view of Czech legislation, it also evaluates the legal conditions for the broadcasting of television entertainment in the Czech Republic. The theoretical part concludes with the history of television entertainment on ČST and TV Nova. The practical part of the thesis aims to identify television entertainment at the beginning of the millennium on ČT and TV Nova in comparison with its current form and find the differences or similarities in television entertainment not only across the years, but also between a public and a commercial broadcaster. Based on these findings, the thesis also seeks to answer the question of whether television entertainment disappears from Czech TV screens or not. In order to achieve these research goals, a quantitative content analysis of the television programs of ČT1, ČT2 and TV Nova in 2002 and 2018 is performed, which allows to obtain the exact form and composition of entertainment and TV series on Czech public service broadcaster and Czech commercial broadcaster in these two years.