

Abstract

This thesis, titled Media reflection of TV ratings results before and after the introduction of electronic measurement, focuses on usage and presentation of TV ratings results in the Czech print media. The phenomenon of TV ratings is first discussed on the theoretical level and the initial part is dedicated to description of media functioning from the economic point of view [primarily the attitude of the Czech media scene toward TV ratings measurement]. Subsequently, the attention is aimed at the TV audience and its surveying. The author distinguishes between commercial and academic audience surveying and also deals with the history of TV audience research and measurement worldwide and also in the Czech Republic. He focuses primarily on the critique of the use of quantitative methodology based surveys for TV ratings. The second part of this thesis is based on the content analysis of three main Czech daily newspapers in 1996 - 1999 (specifically columns dedicated to the culture related topics).