

# Abstract

„The analysis of czech serials' presentation during their introductory campaign in the printed media" is a title of this diploma thesis. The main aim is to answer the questions „Which characteristics of serials' contents, if any, are emphasized and preferred by the television channels through the chosen press?" and „How are the serials presented within the particular editorial contents?" The serials are Insuring Happiness I, II and Family Bonds I and the printed media are Magazines DNES/Pátek/Právo. The diploma thesis is divided into three main parts. Theoretical part considers the history of audience analysis, through its passive concept to the conception of active audience. This part then deals with "cultural studies" and the work of their two representatives - Stuart Hall and explanation of encoding/decoding and David Morley with his monograph „The Nationwide Audience". The chapters concerning the definition of „introductory campaign", chosen serials and printed media also take part in a theoretic part. In its methodical part the diploma thesis focuses on content analysis and two different approaches to analysis - quantitative and qualitative. Analytical part involves the qualitative research itself. At first the procedure and all of its components are defined. Then the found units of research are written down and interpreted in terms of preferred reading. The conclusion of the thesis summarises the presentation of the serials and its main features and differences within the chosen printed media.