

Abstract

Bachelor's thesis „Television Christmas - comparison of television programme offered during the Christmas feasts in last 10 years" target the analysis of particular genres in term of frequency and length in television programme. Special attention comes in on fairy tales, serials and news. The thesis is for example interested in the fact, if the serials don't dominate above the fairy tales or what is the frequency of broadcast news in television stations. Then the thesis solves how the television structure was formed, who controlled the prime time and which fairy tale or film won audience over. For methodology of thesis was used quantitative analysis of television programmes in prime time during the Christmas feasts 1997-2006.

Bachelor's thesis is structured in 6 chapters: Theoretical introduction of thesis (show up the notions, which are keyword for the theme), Quantitative analysis of sampled television programmes (process the theme by tables and graphs, Prime time News (progress and frequency of broadcast news during the 10-years term and progress during the holidays), Serials and last chapter is Progress of fairy tales, news and serials in 1997-2006 (grand summary of three the most significance television genre during Christmas). The end of the thesis is enriched by photos of the most famous Czech fairy tales.