

Abstract

This bachelor's thesis deals mainly with the comparison of the depiction of society and propaganda in the normalization TV series *Žena za pultem*. It also deals with the reactions to the series in the media after its premiere and how it differs from the reactions after rerun in 2002. The first part contains basic informations about the series, the circumstances of its creation, informations about the authors and actors. The following theoretical chapter describes the plot in each episode of the series. The third part compares how the serial shop worked and how it actually worked. Here are also the reactions of shop assistants from real shops. The assortment, which was available in the series and which was actually available in the shops in this period, is compared too. The utterances of actors from the series were also used here. Furthermore, the role of women as mothers and employees is analyzed, for comparison was used sociological literature. Next subchapter is about how serial characters spent their free time and how they make use of cultural opportunities, again the serial depiction is compared with reality. The next subchapter deals with old age pensioners and their need for extra income, there are compared the financial condition of serial and real old age pensioners. The last subchapter analyzes the elements of propaganda that is shown in the series, and the part of the series that the KSČ representatives didn't like is also mentioned. The fourth chapter contains information about the viewership of the series in the 1970s, an data about viewership from the period after the fall of communism. In next subchapter are responses from media of this period and reactions from contemporary media, which are compared at the end of the end of the subchapter. The aim of this part is to expound the change of perception of the series within one quarter of a century.