

Abstract

The theme of this thesis is the problem of the audience in terms of party leadership of the television program following the standards series *Rozpaky Svatopluka chef*, who was Czechoslovak television first aired in 1985. The work is divided into five chapters that relate to this topic. The first chapter contains information regarding the status of television organizations for standardization. Specifically, this chapter introduces changes that in ČST during normalization occurred, with personal cleansing and, last but not least, the very beginnings of the broadcast popular TV genre - series.

The second chapter deals *Konoautomat*, a unique film format with interactive features, which is an integral part of the series. The following chapter deals with the main theme of the work, and it is series *Rozpaky chef Svatopluka*. The penultimate chapter covers the issue of participation. The fifth and final chapter defines theoretical dilemmas in the context of the role, the role of people in the course of normalization. This chapter is content analysis, explanations of concepts analyzed. The entire work includes themes that together provide a comprehensive framework tackle.