

Abstract

The target of the thesis *Relation between Textual Devices and Popularity of Media Text on the Example of Radio Series "Tlučhořovi"* is to reveal if there exist any connection between significant textual devices used in the series and its popularity and success. As methods there are used semiotic analysis of sample of the series episodes and "respondent interview" with the listeners. In the first there is focus mainly on particular textual devices and in the second on what respondents consider to be reasons why they do listen to the series. Significant textual devices are one of the central themes of cultural studies and this work sets itself a task to deduce from findings conclusion which would be generalizable to relation between media texts and their audiences universally.