

Abstract (in English):

The subject of this thesis is the TV show *Píseň pro Rudolfa III.* (“A song for Rudolf III.) broadcasted by Czechoslovak Television from 1966 to 1968, its connection to “television song” and formal transformation during the production. The goal is to document how individual creators of the tv show used mechanisms of television song – a czechoslovak precursor of music video – to advance goals of institutions they represented. And how they were able to do so within the socialist economic system. The research consists of analysis of corporate documents from Czechoslovak Television, Czechoslovak radio, state label Supraphon and Rokoko theater, analysis of documents linked to the production of the tv show itself (mostly scripts) and consumer goods created to promote the show in the time of its first broadcast. Historical magazines and musicological literature are used to illustrate the workings of the popular music industry in the 1960s. The analysis suggests that the various goals could not be met by one stable mechanism. Instead the tv show underwent constant formal change, which is described step by step in the last chapter. Along with the show, the consumer goods related to it changed too.