

The diploma thesis „Quality TV“ explained, exemplified by Czech television program „Q“ explains the term quality television. Firstly, it describes its development, criteria and use. The following part of this paper describes the program “Q” itself, which is dedicated to the queer minority and is being broadcasted by Czech television.

The program has been analyzed using a semiotic analysis of television. The animated open (theme) of the program has been studied thoroughly; I also tried to find commonalities for other parts appearing frequently in episodes. A closer approach has been given to three chosen parts as the representatives of the program - two reports and one interview – which should make the structure and the coverage of the program easier to understand. The first report talks about the idea of pregnant men, the second part is an interview of the editor-in-chief of the British lifestyle magazine for men, Attitude, and the third (a report) covers transsexual people and the possibility of surgery in order to change their sex.

A detailed analysis focuses on all three parts of the program: the visual, auditive and textual part. Based on the results of this analysis, some 12 criteria of quality, which were defined by Robert J. Thompson (researcher of American TV shows from the 1980’s) were applied. The agreement or disagreement of the program “Q”’s qualities, with the given criteria, should prove whether the analyzed program belongs to quality television or not. This is the aim of this paper. As a supplement, a questionnaire was created and distributed among queer community. The aim is to prove whether the results obtained by qualitative (semiotic) analysis are equal or not to the perception of the program by its viewers.