

This thesis The Czech Television „Silvester“(New Year’s Eve)- Changes in 1978-1998 is mainly concerned with the Czech television entertainment. In this work has been studied by one of its products- the TV New Year's Eve (the „Silvester“). Using archival materials were the selected programs described and analyzed. Furthermore, the selected years were supplemented by reviews from newspapers. The first part deals with the development of television entertainment, especially in the Czech environment. However, there is described the term "fun" or insight into the beginnings of television in the context of television entertainment. This work also deals with the concept of "cult television New Year's Eve" and the way to the emergence of the traditional New Year’s shows. There is also a more thorough look at the important personality of the Czech television New Year's Eve, Vladimír Menšík. The Years 1978, 1983, 1988 and 1993 are described only in terms of Česká and Československá televize, in the last analysis in the 1998 is extended on New Year's analysis of the TV Nova and Prima TV program. The great role have the historical criticism in the newspapers, that are both built against each other and ultimately put into contrast with my own views. In the conclusion of this work is analyzed the transformation of the Czech television New Year’s Eve and the level of the Czech television entertainment.