

The starting point of this piece of work is proposition that television and its texts are an agent of the dominant ideology in society. Through the principle of hegemony the ruling class imposes its meanings and values on the subordinated classes. Hegemony is based on allowing resistant and alternative meanings which are nevertheless articulated in terms of the dominant ideology and are subsequently incorporated into the existing system.

This thesis then follows John Fiske's understanding of popular culture and activated texts. These are texts which do not impose one limited meaning on its readers, but which allow its readers by means of various strategies to interpret the text with regards to their social position.

The second part of this work includes semiological analysis of a particular product of popular culture - the television serial *Mistina*. The emphasis is put on the process of encoding - how the dominant meanings and values are encoded and implied in the text. Besides, the attention is directed towards the 'opening' strategies of the text.

This section also includes an analysis of the secondary texts (newspaper and magazine articles) and tertiary texts (viewers' reactions and opinions on the web). I examine whether the secondary texts promote dominant or resistant reading strategies, how the readers perceive the secondary texts and how they decode the primary text - the serial. The reason why this particular television serial has been chosen is primarily its topic - the life in the so called 'satellite village' (a housing community consisted of luxurious villas where mostly rich and high-class people live). The main plot turns around a middle-class family that moves into one of the houses and gets to know the neighbours. The social differences between this family and the others is a source of conflicts, various story lines and events.