

The diploma thesis is focused on Večerníček [TV Fairy Tale] as a specific audio-visual text primarily intended for children's audience. It offers a semantic analysis of the genre on the basis of general theory of popular culture, specifically television culture. It is based on the assumption that this popular serial genre has been firmly entrenched in Czech socio-cultural environment and therefore it might have a potential impact on the perception of similar narratives. The main intention of this study is to describe and interpret some of the narrative patterns as well as the main textual principles shaping the construction of the fictional worlds of the genre.