

Abstract

Bachelor thesis „Latin telenovelas in the Czech republic” deals with the topic of telenovelas broadcasted by television channels in the Czech republic. The autor describes telenovela as genre, position of telenovelas in Latin America, telenovela industry in Latin America and export of Latin telenovelas to Europe and others countries in the world. In the second part of the thesis, the autor did a research of Latin telenovelas in the Czech republic broadcasted by main TV channels Nova, Prima and Barrandov. The conclusion is that telenovelas were popular in the begging of their broadcasting, but through the time they lost the ratings and move to the low rating times in the TV program. In 2009, Latin telenovelas disappeared from the Czech TV program and now they are broadcasting only by standby station of TV Prima, Prima Love.