

This thesis deals with the study of popular culture for example, television series like a typical product of this culture and of research of their consumers. It deals with the shift in the understanding of the importance of the concept of popular culture for example, female audience pursuing series called series "for the whole family. With this selected audience watching the series at the time of normalization, and at the same time pursuing current series I am trying to trace the development, as well as the changes in understanding of pop culture. The aim of this thesis is to determine the movement, changes in the understanding of the concept / importance of popular culture occurred during the period of normalization to the present days. At work I deal with social and political context, defining of popular culture, everydayness and watching TV serials. This is a qualitative research on female audience through in-depth interviews.