

The topic of this bachelor's thesis is an analysis of a TV show 'Přežiješ mládí?'. The main tool to achieve this goal is semiotic analysis, as a method suitable for analysing any audiovisual content. The show is educational and is primarily aimed at young people between approximately 18 and 24 years of age. Aside from semiotic analysis the thesis provides a brief summary of various facts about the effects of media on society, its influence on young people, focusing on the influence of television, and educational potential of media, specifically considering young generation. The TV show 'Přežiješ mládí?' is dealing with road traffic accidents and with common failures of young people in traffic. One part of the thesis therefore also examines the attitude of the young to road traffic safety and the possibilities of improving this attitude. After this theoretical part, a methodological framework follows, that introduces characteristics of semiotic analysis and point out its specific aspects and features used for the analysis in this case. The third part of the thesis is the analysis itself.