

Abstract

The diploma thesis “*Media Construction of the Past: Image of the Period of Normalization in the Czech Non-fiction Television Shows after the Year 2006*” looks into media construction during normalization period in television shows, which mark themselves as journalistic. The two following methods are used to analyze chosen thematic units broadcasted between the years 2007–2012: quantitative content analysis and semiotic analysis. Content analysis besides other things provides information about the frequency of occurrence of specialists in the field of social sciences, both movies and period footage as well as Slovak speaking people in non-fiction television shows such as *Retro*, *Historie.cs*, *Víkend* and *Střepiny*. Semiotic analysis notices denotative meaning of two examined units as well as opening jingle of *Retro* and *Historie.cs* shows and subsequently interprets used components. Based on this interpretation myths associated with construction of both normalization and the past are deciphered. Chapters dedicated to research are complemented by methodological part, which familiarizes with the technique of researches and explains differences between quantitative and qualitative methods, as well as the theoretical part, which brings insight into media representation, media construction, and relationship between media and social reality with special emphasis on television media. The conclusion of the theoretical part is dedicated to the definition of normalization, historical context and summary of social situation during normalization.