

## **Abstract**

The main purpose of this thesis is to find out how much Czech TV channels use Facebook to promote their shows, communicate with their viewers, and how they do it. In the theoretical part, there is a characterization of social network Facebook, its position in the Czech Republic, and classical media activity on Facebook. There is basic terminology and definitions necessary to understand Facebook page functions. Also tools that administrators can use are described. The conclusion of the theoretical part focuses on characteristics of other internet activities that TV channels use for their promotion and their connections to Facebook. Practical part of the thesis is divided into two parts. The first part focuses on main Czech TV corporations and channels and their activities on Facebook. There is a description of their communication and a characterization of teams that take care of the communication through social networks. In the second part, there is a comparison of three Facebook pages of different TV channels and three Facebook pages of different TV shows. The conclusion of the practical part offers recommendations that were found in the comparisons of different Facebook pages.