

Abstract

This diploma thesis deals with the development of TV listings of major Czech commercial channels, TV Nova and TV Prima, during 2002 – 2012. It focuses solely on their own production and covers the shift in aired genres, which has changed from the earlier variety shows and quiz shows to reality shows and soap operas that run the listings nowadays. Most TV production is based on so-called reality TV; there the emphasis is on capturing reality in a way, which is attractive for viewers and goes across many genres and styles. Consequently, the line between genres is becoming very thin and is no longer determining. The approaches these two channels took to structuring their TV listings are also very important since each had its own specific way.

This thesis draws on theoretical grounds and covers important mechanisms affecting TV in the Czech Republic in three basic areas (global, technological and economic). It points out that globalization has brought about homogenized culture and international integration, which means many programmes are of foreign license. Moreover, we can see the trend of internetisation and convergence of TV content, which is increasingly influenced by modern technologies. The purpose of all this is high ratings that affect profits from advertising. And economic profit is for commercial channels the main priority.