

The thesis Public Broadcasting in the Czech Republic focuses on Czech Television and its broadcasting which should fulfill special tasks of public service. It is divided into two main parts – theoretical and analytical. The theoretical one starts with a description of evolution of Czechoslovak television and continues with establishment of dual system of broadcasting and formation of Czech television. Then the thesis deals with public service broadcasting, its significance, potential criticism and above all its definition in the laws. The definition of public service tasks is used for the analysis in the analytical part of the thesis. In its beginning author laid down some hypotheses. For the purpose of verification of their compliance the thesis continues with the analysis of broadcasting schedule which shows differences as well as similarities between the public and the commercial broadcasting media. Last part of the bachelor thesis is dedicated to the analysis of selected programs in terms of the public service tasks defined by appropriate laws and documents. On these selected programs author tries to show the specifics and meaning of the public service broadcasting for the society.