

## **ABSTRACT**

The thesis deals with development of reading in the Czech society during the last few decades. The aim of this study is to explore certain factors, that cause probace changes in reading of books and what is the measure of their impact. The teoretici part describes the historical long-term trends. These trends include existence certain historical events in the Czech society, which were defined by technological progress. In the next part explains important words for this study (who is the typical reader and non-reader, reading culture, reading behavior, etc.). The empirical part of study is based on multi-dimensional analysis the certain factors, which impact reading in proportion to time and the generations (created age categories – young generation 20 – 34, middle-aged 35 – 54 and old generation 55+). This part of study uses data from sociological researches, primarily of social and class structure (1984, 1991, 1999 and 2006). This study uses data from the international research of International Adult Literacy Survey (SIALS 98) and data from sociological research ISSP 2007 (Leisure time and sport). In this regard, the research followed in addition to leisure activities, many aspects such as level of educational attainment, size of home library etc.

### **Key words**

Reading, reader, book, education, age, television