

Abstract

The main topic of this thesis is the role of media in society with respect to the relation between media, society and culture. The thesis aims to reassess selected issues, based on critical theory of media and society, and to verify their relevance in contemporary Czech context. These subjects are theoretically based on several concepts of authors connected with the so called Frankfurt School and on the critical theory developed by their followers. Their opinions are applied on the Czech environment through the perspective of cultural studies because of the shift in social and historical context since the former theories appeared. After media studies left the ideas of technological determinism, their dominant paradigm has changed to social constructivism, being interested in the meaning of media contents. In cultural studies, the meaning is interpreted using tools of structural and semiotic analysis. The same research perspective and method are applied in this thesis. Considering the interpretation of meaning in the representation of art in the program *Události v kultuře*, we could partly reflect on the mythology and ideology of Czech society in its relation to culture. The primary result of the empirical research is the fact, that media messages about art represent (implicitly or explicitly) various social and cultural problems, not only the art itself. One of these issues is a myth about the contradiction between tradition and alternative.