

Abstract

The thesis titled „The TV program of the Czechoslovak television from the year 1968 till April of 1970“ deals with the program offer from the period of so-called Prague Spring until the end of April 1970 when the second transmitter circuit was ready to start. I chose this time period because of frequent changes in politics and society, which was reflected in the media content, and thus in the TV content. This time segment is divided into four time periods in which I monitor the program offer of the TV. The first period is the period of Prague Spring, the second one is from September 1969 to April 1970 when Gustáv Husák became the first secretary of the ÚV KSČ, the third one is from May 1969 to August 1970 when Jan Zelenka became the director of Czechoslovak television (he was considered as the first normalization director) and the fourth period is from September 1969 to April 1970, when the second transmitter circuit was ready to start. The main aims of this thesis are detailed description and comparison of TV offers in these four periods. To achieve the objectives a comparative analysis is used. I analyze mostly weekly magazines *Československá televize* of the years 1968, 1969 and 1970. The information gained from these magazines is accompanied by other written sources, pictorial records programs and video records telling about that time periods. The results of the analysis in my thesis show that the differences between selected four time periods are visible and that the content and structure of the television broadcast program reflect events of the political and social situation of those years.