

## **Abstract**

This master's thesis is focused on reception analysis of Czech TV series „Život je ples“. It is a family TV series produced by Česká televize. Its central topic are lives of clients of a retirement home, their families and employees of the facility, who are taking care of them. The analysis of reception is mainly devoted to how elderly, the social group which this TV show is about, perceived the series.

The theoretical part introduces three approaches of audience research, the most emphasis is put on sociocultural research, which refused the power of text and admitted, that media texts are open to several possible interpretations in dependence on particular social context of every recipient and other conventions. From this approach arose reception research, which this thesis also introduces. It also describes problems of lives of the elderly and therefore puts forth a theoretical basis for subsequent analysis. The final point deals with construction of identity based on media fiction.

In the empirical part the thesis focuses on several selected topics, which came from qualitative content analysis of individual episodes of the series. It is about dreams and education, family ties, relationships of elderly and specifics of a life in retirement home. This thesis through the method of focus groups ascertains: if the perception of hereinbefore stated topics, by elderly, is in harmony with their depiction in the TV series; how this perception differs between individual respondents and whether it is possible to find differences between perception of the elderly living in retirement homes and those that live outside these institutions.