

Abstract

The diploma thesis will focus on television as a constantly evolving medium and the question whether the present TV audience is still a viewer and is suitable for the classic mass media, or that television is so close to the new media that it would be more convenient to talk about its "users".

Based on the assumption that society's access to television has changed over the years of its existence, we will archaeologically investigate television from the perspective of several leading media theorists over the past decades. We will examine first of all how the interface between the television medium and the viewer has changed, and especially the possibilities that television offers to its audience.

At first, we will focus on the perspective of Marshall McLuhan, the theme of the remedation of the authors Jay D. Bolter and Richard Grusin. Subsequently, we will focus on the research direction of media archeology, based on the work of Michael Foucault's Archeology of Knowledge, and will examine the television and the discourse it is part of.

We will focus on the ideas of writers such as Jussi Parikka, Siegfried Zielinski, William Uricchio and Axel Bruns. The work of Lva Manoviche and others will also appear. Particular attention will be paid to the gradual development of television as a medium and its audience.

Television is considered to be one of the traditional (old) media, but in my opinion technological developments are changing and in this way it can no longer be considered.

Key words

television, media, new media, internet, digitalization, globalization, manipulation, announcement, audience, information