

Abstract

The present master's thesis named *Subtitling and Dubbing on the Czech Television Screen* deals with the attitudes and preferences of the Czech television audience from the point of view of audiovisual translation (dubbing and subtitling) and aims to identify the reasons for these preferences. The thesis also focuses on the impact of sociodemographic features (age, level of education, foreign language skills) on these preferences. The objective is to cover relevant matters of both audiovisual translation theory as well as practice abroad and in the Czech Republic. The theoretical part provides a systematic summary of studies and other relevant literature in the field of audiovisual translation. Firstly, the two main methods of audiovisual translation are introduced, including a comparison of their advantages and disadvantages for the viewer. This is followed by a description of the historical development of audiovisual translation in a global context and the current changes in the given field. Also other relevant audience studies are presented. The next part of the thesis discusses the specific context of the Czech Republic as a “dubbing” country not only from the historical point of view, but also from the present perspective. The author focuses mainly on the only Czech public television – Czech Television. In the analytical part, the interpretation of the obtained results is preceded by the description of the chosen methodological approach, of its limits, process of data collection and similar previous researches. The established hypotheses were formed on the basis of the results of other, mainly foreign studies. For the purpose of this thesis a quantitative questionnaire survey was prepared. Overall, 439 respondents took part in the survey. The acquired findings are subsequently summarized and discussed in the final part of the thesis, including the limitations of the research.