

Abstract

Today's children and teen-agers were born and grew up in the world where the digital media are standard part of. They represent a generation called "digital natives". So-called old media, as for example television backs away to the background, but at the same time tries to keep up with the time. Television was just recently the most popular and the most watched media. But today, its influence and activity according to some researches, gives space to the new technologies. Now the young generation is the one, for whom is television in its original form the old medium. In past, row of scientists were concerned about television influence on children and teen-agers. Today, television is partially regulated by law, relating to content and the way of broadcasting. Especially then Czech television, as a public institution is also directly involved in production for children and teen-agers. In this work I am concerned about the influence of television on today's children and teen-agers along with digital evolution and changes in society, which it brought along, and also about development of Czech television in production for children and teen-agers, and its success with these viewers. Thanks to the interview with the dramaturge of children's channel of Czech television, I try to find out the current situation and the access of Czech television to children's viewers. For clarification of watching television by children, I used the method of group focus discussion, during which in four groups of children in various age categories, I examined the way of watching television, its place in their life and popularity of programs.