

Abstract

This thesis contains a qualitative analysis of the Czech children's television program, which the main topic is the presentation of other cultures. The aim is to answer a question, of how other cultures are presented to the children audience within this particular program. The key terms are viewed in the context of the concept of culture and cultural identity as defined by social anthropologists, that is, as a set of meanings and practices that are learned. The findings are also understood and compared to multicultural education, in which a culturally standard approach is seen as the prevailing approach in the researched TV program. Attention is also paid to the representation of children in the media content, and to the structure of children's media content. The qualitative analysis brought the resulting scheme entitled as Strategy of Children's Knowledge, which defines the three phases way in which individual areas and different cultures are presented to the audience. The first introduction is the first step when the viewer gets acquainted with emotionally and ideologically unpainted facts. In the second confrontation phase, the introductory information is further elaborated and related to the main characters, so it is clearly defined as who „we“ are and who are „the others“. In the final stage, the viewer is being raised in the context of the dominant ideology. The program then presents all the specific elements that create the overall picture of the culture. These elements include primarily a tour of the environment, language, religion, appearance, skin color, and depiction of gender roles.