

The thesis called "Different ways of usage of "directed" and "undirected" seriality shown on an example of spectator consumption of soap opera Ulice" is composed of two main sections. In the first one the theoretical pieces of information about seriality and serial narratives are summarized. Foremost the focus is directed to the two dominant types - series and serial- not only in the perspective of narrative theory but also within the frame of English written literature about serial narratives. The thesis also deals with the genre called soap opera, with its history and some of the current hybrid genres. The soap opera viewers are characterized, as well as their relationship with the characters. Also the concept of "directed" and "undirected" seriality is introduced. It could be explained that within the "directed" seriality the external distributor of narrativity exist while in the case of "undirected" seriality it is the viewer himself who is in charge of managing seriality. In the practical part of this thesis the qualitative anylysis and grounded theory are used to examine two groups of spectators of a popular Czech soap opera Ulice (The Street) - first group consists of television viewers (who use the "directed" seriality) and the second group is composed of internet viewers (who use the "undirected" seriality). Based on their serial consumption this thesis tries to find out the answer to a question - are there any differences between the usage of seriality within these two groups? The data gathered from the interviews with the viewers are sequentially interpreted and evaluated and the usage of seriality of both viewers' groups is compared. Supplements are also important components of this thesis. However, the dominant part of supplements is due to its enormous extent attached on a CD.