

Annotation

The topic of the diploma thesis is the encoding of an ideological message in normalization series of Czechoslovak Television, specifically in the series *Matka (Mother)*. This nine-part television saga was filmed in 1975 on the occasion of the XV Congress of the Communist Party of Czechoslovakia, planned for April 1976. Most normalization series had one thing in common – through the story of ordinary people, with whom the viewers could easily identify – they passed to the viewers the attitudes, the system of rules or the interpretation of history seen through the prism of the ruling party. The series *Matka* also followed this practice, and using the story of a woman – a laundress – showed the development of the labour movement in Bohemia.

The theoretical part of the thesis consists of clarifying the concepts – ideology, propaganda and normalization; at the same time, it reflects the history of Czechoslovak Television and its importance as one of the most powerful tools of propaganda in the period of normalization. In this respect, television series, due to the immense popularity with TV viewers, were very effective. Therefore, their essence and thematic focus in the context of the social climate are analyzed in the theoretical part, too.

The used methodology, identifying and interpreting the ideological message embedded in the series, is a qualitative content analysis, especially a discursive analysis of selected story plots, created by James Paul Gee and Norman Clough, whose aim is to describe the particular messages to the audience. The series *Matka* was broadcast only once. After its first releasing on television screens, it was never repeated. Therefore, the aim is to identify ideological elements in the series and to find out to what extent the series met the ideological-thematic requirements of that period. Next part of the thesis is the analysis of the audience responses and reflections in the then media, resulting in the evaluation of the feedback, which is essential in the acceptance of the work and its inclusion among successful or unsuccessful.