

# Abstract

The diploma thesis „Production Ideology of the television serial Proč bychom se netopili“ deals with the production process in the making of a television serial. The initial focus was on the formation of one of the main characters, Keny, and on his position in the production as a whole. The thesis builds upon the ideas developed by cultural studies. These combine the structuralist approach inspired by the linguistics of Ferdinand de Saussure with the ideological approach based mainly on the thought of Louis Althusser. The production process is enquired into by Elena Levine who distinguishes five key categories of production. The research section which represents the core of the present diploma thesis is methodologically formed by grounded theory. It is based on qualitative interviews with those in key positions with respect to the production process. In the analytical section, the thesis operates with Roland Barthes's concept of mythologies. In the interviews, the informants make reference to the category of production routine, of the myth concerning the ideal „waterman“ (the main character Keny being a symbol of this myth), of the production conditions in Czech Television and of the viewer who appears to be the ultimate instance. These categories constitute the mythology of the exceptional which is used to attract the viewer's attention. The diploma thesis enquires into the relations between the given categories in order to understand how the myths and the mythology are constructed and to what extent the final order corresponds to Elena Levine's articulation.