

Abstract

The bachelor's paper focuses on the chosen tools of non-verbal communication in Czech television programmes meant for children of different age. The paper's goal is to analyse the chosen non-verbal tools, to assess their form and function and to try to capture the differences between programmes meant for audiences of different age. Programmes *Kouzelná školka* and *Planeta Yó* made in production for the Czech TV and a programme *Alliho partáci* by FTV Prima have been chosen for the purposes of this paper. Selected examples from the programmes were transcribed in accordance with the rules of the corpus DIALOG and transcripts of gestures were further added. The analysis is focused mainly on mimic and gesture expressions. The analysis results have shown that mimic and gesture expression adapt to the age of the child viewer.