

Abstract

This thesis surveys the development of education programmes variety broadcast by the Czech Television from 1992 to 2010. The main tendencies of programme creation are illustrated on the background of specific political, social and technological context characteristic for the Czech Republic in the period concerned.

The theoretical part gathers some relevant information from the fields of sociology, psychology and media studies connected to the socialization process, with special focus on children. One separate chapter is then dedicated to the issue of education programme definition, another to the legislative and further social role of the Czech television in relation to education.

By means of annual almanacs, papers, PROVYS software system, internal and public documents research, as well as a number of interviews with current or former employees of the Czech television, the empirical part illustrates the development and changes referring to the period studied. The result of this is an extensive image of the main tendencies of television education development produces by groups or centers in charge. The thesis does not give a full-range account of all education programmes shown by the broadcaster, as with regard to the amorphous character of the genre this is not even accomplishable, but attempts to present a contextualised status of television education.