

Abstract

The aim of this thesis *Analysis of Czech television automotive magazines* is to describe characteristic elements of television format entitled motoring (or automotive) magazine. This thesis defines the basic terms typical for the issue, describes the history of motoring magazines in the Czech television environment and through the use of content analysis determines content of today's motoring magazines broadcasted in the Czech television environment. Results of the content analysis are afterwards explained by analysis of historical documents and by an interview with one of the authors of television motoring magazine. The content of the magazines (Auto Moto Revue, Autosalon and Garáž) is also aligned with the British motoring show Top Gear and with the original form of Auto Moto Revue, which ranks among the oldest television motoring magazines in the world.