

## **Abstract**

The rigorous thesis "Bedtime story and sleep! Regulating the use of television in raising children under 6 years of age", describes the way and intensity of how parents regulate children's TV viewing. However, since a TV set (as an object) in our households is not the only displaying device and television (as an institution) is not the only broadcaster of television contents, this thesis also includes watching TV programmes on other displaying devices such as computer, tablet, laptop and smartphone, which are connectable to the Internet. The chosen target group are children from 0 to 6 years of age. The thesis is based on two hypotheses. Firstly, parents use TV as a babysitter, and do so for various reasons. The second hypothesis assumes that parents do not pay attention to the time and type of programmes that children watch, even at a very early age when children are most vulnerable. The theoretical part consists of two chapters. The first chapter describes the position and importance of a TV set (as an object), television (as an institution) and television programmes (as watched audiovisual contents) in our households, and deals with the influence of television on the socialisation of the child in the family. The second chapter describes both positive and negative influences of media (television programmes) on children in the target age group. It also deals with specific physical characteristics of children in the target group that make them so vulnerable while watching television contents, and provides basic advice on how to protect the child from the negative media influences. The third chapter is practical. It contains an analysis of the results of the qualitative (interview) and quantitative (semi-formal interview) research focused on the way parents influence children's viewing and media behaviour of children. The thesis helps to form an idea about TV habits in common households of the 21<sup>st</sup> century and describes the relationship of parents and children to TV programmes viewing.