

Abstract

The diploma thesis "*The Implementation of rating of the audio-visual products by suitability for age groups in the Czech Republic*" deals with issues of classification of audio-visual products in Czech medial space. At first, text analyses, what the audio-visual media product is, and what are the legal, psychological and economic arguments for its implementation. The history and current status of labelling in the Czech Republic is also described in this part. Included is also a description of the labelling status in other selected countries, namely United States of America and several countries of European Union.

Next part of thesis deals with the Dutch labelling system Kijkwijzer, as it was recommended by experts as an example for future implementation of classification system in our country. It's labelling process and categories are described as well as reasons for why this system was chosen. Diploma thesis also describes the effort to implement this system in Czech Republic by the Audio-visual Department at the Ministry of Culture, and tries to find out why it hasn't been implemented yet.

Last part is concerned with the representatives of Czech TV companies, mothers, a psychologist and member of Council for radio and television broadcasting and their opinions on existing classification of audio-visual media products and its possible developments in the future.