

Diploma thesis TV series *Třicet případů majora Zemana* (Thirty cases of major Zeman) after the year 1989: revitalization, reflection and deideologization analyzes the overall return of the normalization propaganda series within media, political and social discourse after the year 1989. To fulfill this purpose, it examines not only changes in the reception of the series and the development of the audience interest both in the mass and network platforms, but it also offers detailed insights at the audience structure and the first release in the Czech television. In the next part the thesis also deals with satirical and mythological aspects exploring a wide range of representations in literature, music or film and also captures revelatory the establishment, structure and communication processes of the fandom subculture, which is in the Czech cinematic discourse completely beyond the common categories and whose observation fills an empty space in Czech academic research regarding the audience behavior. The presented text further analyzes the learning potential of series and evaluates current efforts on its implementation. In the conclusion the diploma thesis outlines, based on the previous findings, actual questions whether the series is being deideologized and what character such de-ideologization has. These results lead subsequently to clarify the primary conclusion whether the TV series *Thirty cases of major Zeman* retains its persuasive function and poses more than two decades after the democratization of Czech society a threat.