

The aim of this work is to find specific preferences of Czech film consumers. By these specific preferences it is meant the type of stories, heroes or genres which does Czech film audience prefer. The analysis is made on the most popular films (i.e. with the biggest attendance) in last twenty years using the theory of Erving Goffman, especially his concept of frame analysis. By using the terms of frame analysis the content of the selected films is compared with the same amount of the most popular films in USA. This comparison is then used to find the differences or similarities among these two different areas, but in particular it is done to underline the specifics of Czech film audience.