

Abstract

The diploma thesis „Construction of the imagination of the first republic era from the point of view of two generations explained by an example of the Czech TV series *První republika*“ focuses on the mechanisms in which the TV series co-constructs the audience perception of the given era. The series was broadcasted from January 2014 until June 2014 on the Czech Televisions program. The thesis aims to show how the younger generations of TV viewers construct the period in which they did not live through their consuming of media content. This is compared with the old-timers who could compare their own experience with the series. The audiences of both generations are equally scrutinized and consequently compared. The theoretical part introduces the theses about social and media construction of reality accompanied by audience cultivation theories. The final analysis of the acquired data is based on these theories but it aims to invent a new hypothesis. The subject matter of the research part is analysed by the qualitative method of the grounded theory as Strauss and Glaser understand it. For the questioning the semistructured and group interviews were used .