

The master's thesis deals with the changes of values presented in the connecting studio entries of Sundays morning's programmes for children and the youth of the broadcasting of the Czechoslovak and Czech Television from the 1980's up to present, i.e. 2015. It refers to the programmes such as Studio Kamarád, Studio Rosa, Jůhele neděle, Hřiště 7 etc. The 30-year long analysed period is divided into the three time periods – 1980s (1980–1989), 1990's (1990–1999) and the 21st century (2000–2015). The results of the research are compared in the last chapter of the master's thesis. Also, the changes of the selected values groups are described (for example nature and environment, healthy lifestyle etc.). The master's thesis also secondarily deals with how the names, anchor-men and performing puppets of the programmes and the design of the studio have changed.