

## **ABSTRACT**

The basic concept of the thesis is an analysis of a TV programme “Q” broadcasted by the Czech Television. The programme surveys queer subculture not only in the Czech Republic but also abroad, deals with searching for identities across the genders and disrupts conventions stemming from values of the heteronormative society. The programme title refers directly to the concept of queer, which represents a social phenomenon bringing about gender and sexual diversity and plurality. The thesis looks at the genesis of the programme from its origins, to its production, its broadcasting and finally its cancellation and replacing with another format. The motivation and reasons of the production team and the management for carrying the programme through and including it in the broadcast programming is discussed here, as well as the related decision-making processes and production mechanisms or the way the authors use feminist theories and gender aspects in the programme. The thesis also takes into consideration the long-term development of the programme's ratings. The main working method is qualitative research in the form of semi-structured interviews with the programme's authors. In terms of media production the thesis deals with organizational practices in the programme's production.