

This bachelor thesis deal with selected aspects of verbal communication in TV educational programs for children aged 4 to 8 years. The aim is to analyse particular programs and to evaluate their adjustment in different areas to young viewers. Sample of the programs Tamtam and Mistr E produced by ČT :D is analyzed. Particular episodes are transcribed by the transcription system of DIALOG corpus. The analysis focus on selected phenomenons of lexicon, phraseology, intertextuality, stylization of speech of particular speakers and establishing contact between participants of the communication situation. The results show the programs not always respect development level of the young viewers. This phenomena can be explained by TV producers presumption, that adults and children watch TV together.