

## Abstract

The diploma thesis *Variety of Genres within Czech Internet Televisions* analyses the programme of three major internet televisions in the Czech Republic – *Stream*, *Aktuálně.TV* and *Playtvak*. The aim of the thesis is to detect the differences between the programmes offered by internet televisions and by conventional televisions. One of the principal questions is whether these differences are caused by the specific character of internet television as an online medium, or by the change in the genre perception in general. The programmes dealt with in the thesis are serials *A bude hůř* and *Semestr*, a talk show *Kafe s Jolanou*, a lifestyle magazine *Telebrity*, and cooking shows *Šéfkuchařovy recepty* and *MENU domů*. These formats, belonging to fictional or factual TV, are analysed from the narrative, semiotic, and visual points of view and are compared with each other and also with similar formats in conventional televisions. The theoretical part of the thesis describes Czech internet televisions in the era of media convergence. The research part reveals that the form and the content of the programmes are influenced by the specificities of the internet as a type of medium, but at the same time that the crossing of genre boundaries and the originality of the formats on *Stream*, *Aktuálně.TV* and *Playtvak* televisions reflect the general changes in television genre identification.