

## **Abstract**

The Thesis focuses on the travelling programs of the Česká televize that are describing South Africa in its medial content. The key are the means of showing and presenting to its spectators this exotic destination as a turistic target and if there is a wider context of social and political struggles provided next to the given information.

Semiotic analysis was chosen for the research, where 13 episodes of the travelling documents were included. This type of analysis enabled us to focus on a large amount of the information coming from both visual and audial content of each episode. During the first phase of analysis it was described what was included in the episode where the second step was to assign a connotative meaning to identified features. The outcome of the analysis was a creation of a few categories where a different strategy of the specific travelling programs is compared. They are for example the approach to the stereotypes, the artistic form including the choice of the program's main guide, parasocial interaction, to which extent they use the ethnocentricity or the internal hypertextuality.

One of the conclusion of the Thesis is that there is an evident effort of the production to show to the audience both traditional and modern lifestyle, which is closely connected with a longterm instability of South African society, the documents are providing only a superficial information which is missing the wider context that would help the spectators understand a deeper root causes of the matter of fact.