

Abstract

The thesis entitled *The Role of Media and Media Messages in the TV series Vyprávěj* deals with the use of media and media messages in all episodes of the popular Czech television series *Vyprávěj*. The thesis looks at all the roles of media and media messages in the series and how the creators of the series used them. It also takes into account what specific media are introduced in the series and how the characters of the series come into contact with them.

In the theoretical part, representatives of the most famous Czech and Czechoslovak family series are introduced, one of them being the *Vyprávěj* series. It is introduced in the following chapter, along with its creators, the characters that appear in the series, awards and the opinions of experts and viewers. Subsequently, the Czechoslovak media environment in the 1960s, 1970s and 1980s and the Czech one in the 1990s and the beginning of the new millennium are also presented in several pages. Space is also given to samizdat and exile media, advertising and the internet.

In the practical part, the series *Vyprávěj* is analysed in terms of the use of media and media messages. In six categories, it is presented in detail what different media and media messages functioned in the various episodes of *Tell*, what media were most frequently used in the series and how the characters themselves interacted with them in the series.