

The aim of the bachelor work is to show that the results of foreign audience researches focused on social aspects of the use of television in the eighties of last century, are already outdated.

The work will try to prove the hypothesis in the following way:

First, it will inform the reader about the history and the present of audience research and theoretical research approach. Then it will describe the particular studies undertaken in terms of sample, method and results and compare them. Based on a comparison of sociological knowledge about families of that time and present and supported with arguments from the academic literature, it will try to prove the verity of the hypothesis. In conclusion, taking into account the comparison of audience research and the current situation of the family, the topics will be set for conducting qualitative in-depth interviews and will be tested in a Czech family.