

## **Abstract**

The main aim of this thesis is to find out how the Christmas holidays are represented in products of Czech visual culture. This representation could have changed in times, based on cultural influences and ideologies and in terms of particular product where Christmas was represented. We'd like to evaluate if the constant representations of Christmas which are anchored in our culture still exist. In theoretical part of the thesis we focus on historical development of displaying Christmas in Czech region. The analytical part of thesis analyses television broadcast of four Czech area-wide channels during Christmas time in 2017 and observes which cultural influences are contained in. Other part of thesis looks into visual culture and pictures. For we mainly focus on television in analytical part, another part of thesis includes information about this media and about particularity of mass media in general. For analysis of media information we've chosen a combination of two type of research: quantitative content analysis and semiotic analysis.