

Abstract

This thesis compares two significant music televisions in Czech television broadcasting, MTV and TV Óčko. Also it describes the development and history of the first American music television MTV and also it provides a view to some similar features of the development of the American MTV and the development of the Czech music televisions. Both Czech music televisions are also compared in terms of the program structure. The practical part of this thesis is based on interviews with four presenters of both Czech music televisions. On the basis of these interviews there has been evaluated an attitude of the presenter to their stations, space that they are provided in the broadcasting and also their subjective views on the positions of music televisions in the Czech media market and their comparison with other music televisions.