

Using the optics of institutional analysis, the master's thesis "Institutional Analysis of Support of Czech Cinematography" examines and critically evaluates the dynamics of shifts in public policy approach towards audiovisual culture and its subvention from public resources. First, the subsystem of audiovisual policy is set into a broader social and cultural context. Then the thesis continues with identification of key events that influenced the formal institutions of cinematography support, one of the most significant branches of audiovisual culture. Following the Velvet Revolution, cinematography is approached with a neoliberal optics because of its potential to generate a financial profit and its artistic dimension and ability to function as a medium for values and education are sidelined. Despite declared efforts to support cinematography, the state institutions do not offer any conceptual solution for severely underfinanced sector of domestic cinematography, the sector, whose functionality should be in public interest. Only recently, changes in formal institutions, striving to bring a more complex quality approach back to cinematography, can be observed. As long as there is no conceptual financial support, however, the desired goals cannot be achieved.