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## Media Cultural Landscape: Experience from Czechia

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### ABSTRACT

This paper investigates media reflection of the culture that is bound to self-governing regions in Czechia. The primary focus is on regionally related reports dealing with culture as they appear in the framework of the national TV coverage. Thus, the main objective of the article is to analyse, evaluate and interpret culture-related and regionally orientated contributions broadcast within the national TV reporting. Contrary to the majority of TV reports that are negatively skewed, culture represents mainly positive themes. It is surely interesting for individual self-governing regions if their culture is presented within national TV coverage. Our paper tackles the issue from both quantitative and qualitative perspectives. This is even more exciting in view of the fact that the topic has been severely under-researched so far. The article brings geographically rather differentiated media portrayals of individual self-governing regions in Czechia in the sphere of culture, which can be of interest to both theory and practice.

### KEY WORDS

Culture, TV reporting, self-governing regions, Czechia, quantitative and qualitative perspectives

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