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Urban Cultural Hierarchy through the Lens of a National TV Reporting

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ABSTRACT

There are only few doubts on the importance of culture for urban life. This article deals with the culture in Czech regional metropolises as it is reflected in the frame of the national TV reporting. The main objective of this article was to analyse and assess contributions that concern culture in individual capitals of self-governing regions in Czechia and are broadcasted within national TV coverage. The focal point of this article was represented by culture-related contributions bound just to the 13 regional metropolises in Czechia. The whole issue will be monitored from both quantitative and qualitative views. Contrary to other media topics, cultural themes tend to be much more positive and generally improve images and reputations of respective towns. In spite of the relevance of this topic, an amazingly small amount of research has been accomplished on the culture in Czech regional metropolises as portrayed within national TV coverage.

KEY WORDS

Cultural themes, urban milieu, TV coverage, regional capitals, Czechia, quantitative and qualitative perspectives

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