

Territorially Anchored Culture in Media: The Public-Private Divide

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ABSTRACT

The objective of this study is to examine and assess the presence of territorially bound cultural television content in public and private broadcasting. The focus will be on relevant news programmes representing both private and public TV coverage in Czechia. It is well-known fact that media transfer information selectively, presenting merely a part of a highly complex reality. The same applies for the widely perceived sphere of territorially related culture, which frequently suffers from inadequate media portrayals. It has been found that locally and regionally anchored cultural themes are more prominently represented in public TV coverage rather than a private one. This is in consonance with the fact that public TV news reporting generally tends to more intensive coverage of serious themes among which culture can be ranked. On the other hand, private broadcasters are inclined to emphasize commercially driven, entertainment-oriented, or tabloid-style content. The study contributes to the discussion on various aspects of media portrayals of territorially bound culture.

KEY WORDS

Culture, territorially anchored cultural themes, public and private broadcasting

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