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Interculturalism and the Media's Influence on the Example of the Television Magazine “Kvarteto”

The term interculturalism refers to the relations between different cultures, their interconnection and influencing of individual cultures by developing their differences, which is of particular importance in linguistically and culturally mixed environments. From this perspective, one of the most interesting European regions is the Central European region, specifically a cultural and political alliance of four Central European states – Czechia, Hungary, Poland, and Slovakia – known as the Visegrad Group or the Visegrad Four. The aim of the contribution is to find out (through quantitative and qualitative methods of media research) how the issue of interculturalism is reflected in the Visegrad Four region – by the unique television magazine “Kvarteto” (literally: Quartet), which is jointly prepared by public service creators from Czechia, Hungary, Poland, and Slovakia. This year, the magazine celebrates its 25th anniversary.

Key words: Visegrad Four, television magazine, Kvarteto (Quartet), STVR (Slovak Television and Radio)