

Annotation

This thesis is focused on the position of anchors in Czech television's newsroom and on the way they use their experience in broadcasting. Nowadays, the job of news anchor in public service TV stations no longer only consists of reading a script off of a teleprompter. It is required to show knowledge during two-hour broadcasting section. Following Bachelor thesis evaluate degree of adaptation of headlines and leads as well as degree of following the broadcasting scenario through in-depth interviews with chosen anchors of Studio ČT24 programme. The issue will be illustrated with examples of parts of ČT24 broadcasting from the spring 2018 – the author will evaluate how anchors can do interviews (primarily in person, additionally over the phone). Public service media place high demands on anchors and the interviews will reveal anchors' general overview and preparation. Last but not least, the thesis focuses on naturalness of anchors' presentation. It also looks at anchors' ability to improvise and to handle unexpected situations. The aim of the thesis is to discover how big impact the anchor has on the final form of broadcasting, which parts are directed by him.