

Abstract

The diploma thesis is devoted to freshly emerging TV shows about architecture and public space on the platforms of the two biggest internet TVs in the Czech Republic: Stream.cz and MALL.TV. The work specifically analyzes the following broadcasts: *Gebrian VS*, *Gebrian: Surprising Buildings*, *Gebrian: PLUS/MINUS*, in terms of their distinctive formats. The main purpose of the thesis is to point out the existence of these programs and to identify the formal and genre aspects that shape their unique form. The important part of the research is carried out by comparing the shows based on the platforms on which they are created and which provide different conditions for production. The following theoretical foundations were used: genre theory, presentation of specific genres related to the examined programs, media convergence and internet TVs and their recent production. The qualitative elements, including the visual communication means, which lead to the recognition of the genre construction of a specific TV show, are examined by combined visual and semiotic analysis. Quantitative elements such as tone and footage are analyzed by content analysis. The research reveals some significant differences in the examined TV shows based on a platform they are made on. These are identified as different approaches to production and show development, different financial interests and commercial models, but also some common features regarding the concept and the genre of the show defining their final form.