

Abstract

Diploma thesis "Analysis of the mixed public-private system of the TV broadcasting in France from the aspect of news" deals with the TV broadcasting in France, its development and its present. In the experimental part of this work the author tried to describe the principal TV news broadcast of the two most powerful French TV stations and to compare it to the two corresponding TV stations in the Czech Republic. The goal of this comparison was to find out whether the public and private TV stations news have some features in common, concerning for example its content, types of the reports and other universally established methods, how to attract the TV viewers and to increase the ratings. The author tried to find these principles via the research, to describe them by the comparison of the main evening news broadcast in the chosen nationwide private TV station in France and its corresponding counterparts in the Czech Republic and the subsequent comparison with the parallel pair of public stations. The author of this thesis also deals with the premise, that the private TV stations tend to the "infotainment" - the "funny" way of presenting the news in order to attract the viewers to the screens, often at the expense of its information value. This is also the reason why this diploma thesis deals in one chapter with the infotainment as a phenomenon of the worldwide TV news, which begins to appear also at the statutory public TV stations.