# Abstract

This diploma thesis deals with the form of graphic elements in the main news programs of the most-watched Czech stations. Using visual analysis tools, it explores how digitally generated headlines, bars, jingles, infographics, and other elements contribute to the effective communication of daily news. It also aims to find out how much the appearance of tv graphics differs between the programs. The semiotic analysis, which combines the approach of multimodal social semiotics and the concept of distinctive features, reveals that Czech television stations often use the same visual communication tools, therefore the graphic processing of elements in individual programs is remarkably similar in some regards. On the other hand, in connection with the recent visual rebranding of some of the programs, there are also frequent attempts of the programs to differentiate themselves and to avoid clichés in the appearance of the news. Because of that, discussion outlines the potential advantages and disadvantages of both of these approaches.