

The topic of the Bachelor's thesis is Weather forecast as communication. Information value and manipulating strategy and it is divided into a theoretical and a practical part. The theoretical part provides the explanation of weather forecast, information values, information transmission and its coding, of the problem of manipulation and its strategy. The information is borrowed from technical literature and some articles dealing with this topic. The practical part results from a questionnaire which is mainly focused on the problem of understanding and a right interpretation of the terminology used in weather forecast. On the basis of gained results I try to demonstrate that the apparent manipulation is actually based on wrong decoding of weather forecast and misunderstanding of the forecast terminology. The results are illustrated by quantitative tables and graphs which are followed by my own interpretation. The conclusion of this Bachelor's thesis shows that recipients are not able to decode weather forecast in a proper way. They mostly misunderstand information inserted in weather forecast that leads them to the feeling of being manipulated.