The TV news service is a communication situation with many specifics. This study is trying to analyse four main components of communication - the producer, the recipient, the code and the message. It based on the analysing of the TV news services of three Czech TV channels in four days (March, the 28th. - April, the 1st.). There are a few subjects (journalist, editor's office, medium, advertiser, politicians, state system), which actively participate in a production of the TV news. Each of them has a special communication intention, which is not transparent to the recipient. The main intention of medium is to offer the programme, which would be received by most recipients. This approach changes the quality of the TV news. It is based on principles of infortainment. Meaning of the message is created by the coexistence of the view and the spoken language. It is not possible to choose and present events objectively. Journalists have many ways to supplement their commentary to a the TV news. The recipient is a mass, which has its own specifics. The effect of communication isn't direct, because recipient interprets meanings of the message with his community. The TV news services are popular in our region.