

Abstract

The thesis *Ethics of working with synchron in TV News and Publicistics* analyzes the use of synchronized statements in media contents and the method of their preparation. Everything is integrated into an ethical framework and seeks to answer the question of how journalists can process the original material avoiding the misrepresentation of the data acquired.

Certain parts of the thesis are devoted to the analysis of stand-ups. The analysis describes the work of all three national television stations - Czech Television, TV Nova and TV Prima, or mainly their main news broadcasts. The selected examples are trying to demonstrate the greatest mistakes which, from my point of view, reporters have committed.

The second part of the analysis deals with two specific cases of working with synchrons which have been challenged. There is a former case of a charge of the Czech Television. The politician Petr Nečas accused the medium of taking some of his words out from the context. The second issue, already settled, was dealt with by the Council for Radio and Television Broadcasting (RRTV). It is an event from the spring of 2010, when an informal conversation between ODS chairman Mirek Topolánek and the general editor of LUI magazine was promoted in the media.

The first two chapters also contain a theoretical framework from both the philosophical and media theorists, including a description of codified rules of ethics in the Czech Television and the BBC and the law.

The third part is the transition from theory to practice and through the experience of managers of foreign news editors of Czech Television the main focus is on a system of editorial policy of TV News. The chapter aids to answer the question of how to avoid potential accusation by the respondents because of the manipulative intervention in their testimony. To complete the context I also describe the theory and the history of the work with synchron.