

## **Abstract**

This thesis focuses on the personality of American Ted Turner who became famous mostly by business activities in the television industry. Initially, he worked in his father's company which was selling outdoor advertising (billboards). In 1963 he became president of this company which subsequently diversified by buying radio stations and later by entering the television market on the acquisition of Channel 17, the only independent television station in Atlanta. In December 1976 this station carried out the first satellite transmission which enabled it to compete with well-established television networks of the Big Three (ABC, CBS, NBC). Turner subsequently named the station Superstation and changed the call letters to WTBS. The turning point in media was the launch of CNN cable station in June 1980 which started the era of continuous television broadcasting in the USA. Five years later Turner expanded CNN broadcasting to the whole world – CNN International emerged. In 1996 Turner's company Turner Broadcasting System merged with Time Warner. After five years Time Warner merged with the internet provider AOL and media conglomerate AOL Time Warner was established. Turner was deprived of his executive post in the company and in 2003 he resigned from his post of vice chairman. Turner continues to devote his time to philanthropy and the breeding of bison on his own land. Bison meat brought him to starting a business in hospitality. He is a co-owner of Ted's Montana Grill restaurant chain. Qualitative content analysis of the American news magazines Time and Newsweek did not support the theory according to which media owners have unlimited influence on the media content.