

## **Abstract**

The aim of this Bachelor thesis is a reflection of changes in the main reporting session TV Prima family. Since August 2009, when Jitka Obzinová was appointed by chief editor and publicity chief. After her arrival the changes began to implement and these were unique for the Czech media market. The changes led to the creation of the hourly information block, which allowed in messages to process of new topics which until then, was not in the news area. Development of the new information blocks which led to the cancellation of the news of sport as well as the abolition of the moderated by the weather. However the changes that have been made in the course of two years, have led to an increase in viewing current news FTV Prima. It did not transform only the content and structure of the main intelligence relationship but also a visual concept. Detailed chronological overview of the changes arised after the analysis of print and online media for the reference period. Bachelor's thesis does not consist of a theoretical part but it has a practical part. Using quantitative methods of research namely the technique of the questionnaires which was intended only for respondents age category 15 and more managed to evaluate if the viewer with the changes. Bachelor thesis contains the interesting information about the structure of the news and interview with the representative of head of publicity and news and editor of the main news by Antonín Zámyslický.