

The aim of my work is to describe the penetration of entertainment into the news and the normative reflection of this phenomenon. In the first chapter I conceptualize the phenomenon and discuss the basic literature on the topic. In the subsection I present my concept of the relationship between infotainment and other media concepts from the most general to specific ones such as infotainment. Further, I describe the Czech normative reflection on three different levels: the theoretical debate, the professional debate within political discourse (in which I also include the activity of regulatory authorities), and the debate within journalistic discourse. In the second chapter I show methodological attempts at coping with the penetration of entertainment and I suggest a methodological approach for my own research. In the third chapter I describe historically the onset of the news paradigm in the Czech media landscape, the penetration of entertaining elements into it, and the increased interpretive power of journalists in the commercialized infotainment news. After the description of the Czech normative reflection of this phenomenon and the presentation of the research, I propose a new approach to examine the fusion of entertainment and news.