

Abstract

This bachelor thesis focuses on foreign news service from the Czech Republic for the Slovak TV news station TA3 in the first half of the year 2013. Besides a brief overview of the history of Slovak audiovisual media and the founding and development of TA3, the thesis is primarily concerned with the relevance of foreign news service from the Czech Republic within the broadcasting of TA3 and its quantity. Reporting from the Czech Republic is done by an external team of correspondents in Prague along with an internal foreign team which, however, adopts materials from other subjects such as Czech Television and the Czech News Agency. The bachelor thesis therefore focuses mainly on the activity of the Czech team of correspondents and in detail quantitatively and partially also qualitatively analyzes its production. The two main events in the Czech Republic in the first half of the year 2013 were presidential elections and floods, which TA3 covered in great detail by live broadcasts and special programs. Along with the work description of the Czech correspondents during both these events, the bachelor thesis analyzes viewer ratings of selected programs during the presidential elections and floods.