

Abstract

The objective of this master thesis *The image of television journalist in American television series* is to unveil personality traits of main characters in five selected American series during five decades (from the beginning of the 1970s to present) by means of combination of interpretative reading and semiotic (visual) analysis, and by that interpret representation of journalists. Subsequently the typologies of journalistic characters by Brian McNair and Joe Saltzman are used to categorize 27 central figures to types or stereotypes. Majority of characters combined more different types but it could be stated that all images of journalists were positive – possibly due to bigger popularity among viewers. Simultaneously it is necessary to point out that characters across analysed series classified to same categories are not fully identical – characters show enough resemblance for type identification but similarities are outweighed by differences.