

## **Abstract**

The primary objective of this work is to determine the extent of media multitasking, as an increasing phenomenon in reception of media content in the last 20 years; on news channels broadcast. The research sample consists of Czech station CT24, BBC and international version of the American CNN.

In the theoretical section, the media convergence is explained in the basic terms and concepts; Following to this section, the thesis includes also a part dedicated to particular consequences of convergence in audiovisual media, which is associated with the multitasking. Moreover, the thesis also reflects multitasking's origin, reasons of its development and its impacts on human cognitive perception. On account of multitasking as a developing form of media reception, news channels react. In image analysis of technical codes associated with multitasking, which was undertaken at all channels for one week, are highlighted multitasking specifics of those channels. Included is a comparison of the differences between those news channels.