

Abstract

This thesis is focused on analysis of political television show *Otázky Václava Moravce*. It is particularly focused on the period one year before and one year after the territorial change of the broadcasting studio which occurred in the summer 2015. Firstly, through a quantitative analysis the change in the guest composition of the show is examined. Using the method of qualitative analysis it consequently captures fundamental semiotical elements of the studio and describes the role of the moderator in broadcasting. It also deals with moderator's rhetoric and the way in which his bias is expressed. The thesis sets out influences affecting final media release, among others socially-political background of the guests and influence of the studio and the moderator. Its aim is a comparison of these influences and possible explanation of the change that occurred in the show *Otázky Václava Moravce*.