

Abstract

The diploma thesis *Multimedialization of production of Czech news agency* focusing on audio and video service deals with the changes that occurred in the agency in connection with the onset of digitization, the Internet and modern technologies. Czech news agency has become a converged multimedia agency offering, in addition to traditional text and photo news, infographic, audio and audiovisual news. This thesis describes the origin and development of the audio service since 2000 and the video service from 2006 to the present, based on interviews with Czech news agency's employees. At the same time it describes the volume of these services over the years. Using a quantitative content analysis it examines how the spokesman have turned into audio news and representation of resources in video service.