

Annotation

This diploma thesis investigates the transformation of the visual style of chosen news and journalistic programmes, chosen news programmes are *Události* (main news programme), *Branky, body, vteřiny* (sports news) and *Předpověď počasí* (weather forecast), chosen journalistic programmes are *168 hodin*, *Reportéři ČT*, *Objektiv* and *Toulavá kamera*. In its theoretical part the thesis is focused on history of Czechoslovakian and Czech television. Furthermore there is a description of visual communication and visual style with detailed focus on typography and colourfulness. Next the theoretical part focuses on the characteristics of logo and its important attributes. Another chapter depicts a visual style of a television channel in the sight of selfpromotion, on air and off air applications and the graphics of a television, its current trends, effects, typography and current approaches. The last chapter of the theoretical part focuses on description of chosen programmes.

In the frame of empirical part the picture analysis appended with semiotic analysis of chosen programmes and logo of Czech television were conducted. The picture analysis consists of five technical and two symbolical codes, the values of the codes are written down in tables. The transformation of each programme in tracked period is written down in individual chapters. In the conclusion of the empirical part, there is a discussion about the limits of the research conducted in this diploma thesis.