

## **Annotation**

The diploma thesis deals with the role of a television news anchorman/woman. It focuses on the origin of the anchorman, the main and characteristic professional prerequisites, and the differences between the anchormen of public and commercial television. The primary role of the moderator is to inform about current events. But in the same time be objective, neutral, and trustworthy, and leave a way expressing one's own emotions. However, these values may differ as to the television broadcasting system. As part of his role in television, they can be a suitable element in media self-presentation. The thesis focuses on work with commercial and public television, analyses the emotional and professional aspects of his work and his contribution to the creation of news programs. The research is also carried out among the public, which enables the main characteristics and functions of moderators.