

This diploma thesis aims to describe and assess the possibilities of purpose-built modification (altering) of information that can occur during the communication process. Basic theoretical terms – the phenomenon of information and communication process – are explained in the first two chapters. Various techniques which can be used during the modification of information like playing with context or concealment of some important parts of the information are specified after that. One episode of talk show *Otázky Václava Moravce* is analysed in the fourth chapter.