

## **Abstract**

Bachelor thesis deals with the work of experts in studio, which participated in the broadcasting of the 2010 IIHF World Championship in Germany. In this position alternated Josef Zajíc with Milan Antoš and author tries to analyze their access to the profession “expert in studio” during the matches of Czech hockey team. This thesis presents in short the history of Česká televize, that had broadcasted this event, and the history of ice hockey world championships. These issues are followed by characteristic of the profession expert in studio, namely history, definition and challenges during the broadcasting. Author deals with content, form and visual behavior in speeches of Josef Zajíc and Milan Antoš. One part includes also interviews with them. In the end author analyses mistakes of both experts on the basis of conversations with Czech language specialist. He also wonders if Czech viewers are able to pardon them these mistakes.