

The differences between using mythological archetypes in the news of public and commercial television

Ondřej Holub

Media studies

Abstract

The bachelor thesis named “ “ first gives the explanation of the terms “myth and mythological archetypes“ and then it focuses on various aspects of using them in the news broadcasts as well as on various kinds of approach to classical elements of mythical character which occur in news contents and news stories where reality is combined with myth, in general. The mythological archetypes mentioned in specialist literature are then extended by the comparison with examples from traditional – especially Germanic and antique mythologies. Further on the thesis also deals with the mechanisms by which myths are used to help reflex, legitimise and fix the social order and the illusion of its meritocratic character. The conclusion is preceded by the chapter analysing the use of archetypal formulas, which have their roots in the traditional mythology itself, in the two most popular news broadcasts in the Czech Republic. In this part the classifications made by James Lule and Robert Rutherford Smith are applied to the comparison of the news coverage on the public TV ČT 1 and the commercial TV station Nova. The TV news programmes „Události (Events) on ČT and Televizní noviny (TV News) on TV Nova are analysed and compared in terms of the occurrence of the archetypes described by James Lule, and the news initiators, i.e. the people and institutions whose feats and dealings each Tv station considers worth broadcasting most. The use of mythological archetypes serves as a good indicator of the reliability of a news broadcast, i.e. whether it is rather a source of information or entertainment.