

This diploma thesis titled "The Style and Language of Sport News and Journalism, Moderators, and Commentators in Czech Television (Focused on Petr Vichnar)" describes and analyses the speech of Petr Vichnar (of Czechoslovak Television fame) from the station's inception up to the present day. The thesis is divided into six main parts. The first part deals with general stylistic elements, the second focuses on the style and language in the contemporary speech of Petr Vichnar. Part three deals with the style and language of this author in the past whereas the fourth section shows the transformation of speech. The fifth and sixth parts deal with work in television and sports language and a semiotic analysis respectively. Everyone changes in their profession, and sports journalists are no exception either. Petr Vichnar began his career in sports journalism at the time when Wi-Fi networks, which allow rapid acquisition of information, were not in common usage. He began to moderate, though not yet using a teleprompter / auto-cue, and so he either had to keep everything in his head or use notes on paper. All this and more contributed to a change of expression of this most important sports commentator and the programs or matches on which he commentated.

This thesis aims to discover the style of his speech, shows, and backstage, which appeared on the TV screen. This work has the objective to explore the changes in expression and also perform a semiotic analysis of his words and his work.