

## **Abstract**

The diploma thesis offers a concept of emotional paradigm of news. Characteristic features of contemporary news are emotional content, affectivity, and themes of violent and sexual nature. The phenomena are interpreted as a result of proliferation of emotional paradigm, i.e. a way of creating news which aims to arouse spectators. Emotional paradigm is manifested in a number of aspects – in the discourse, on a visual and auditive level or in a choice of news topics. An account of relevant psychological and neurobiological theories is also included. The thesis reviews possible implications of functioning of the paradigm. Hence, it offers an alternative interpretational frame from the media studies branch.