

This bachelor thesis deals with the travel magazine *Objektiv* and wider theoretical background of travel programs. Although these magazines are major components of television journalism, especially in terms of social and cultural benefits, there have not been devoted much space in the professional literature to them yet. Therefore the theoretical part of this thesis closely specifies its genre anchorage within the television production and is dedicated to their characteristic features. The main object of studying is the magazine *Objektiv*, whose first episode broadcasted Czechoslovak television in 1987. It is therefore the oldest Czech travel program with continually lasting tradition. In the examination the author applies the knowledge defined in the first part of the thesis and information obtained by interviewing its creators. She deals with its formation and development, then focuses on various aspects of the implementation of the program, for example deals with its way of getting the reportage materials and dramaturgy of the magazine. Subsequently, these elements are explored by using quantitative content analysis. On the basis of the obtained results it is described how the magazine *Objektiv* currently fulfills its task and found if it provides a balanced content in every way.