

The diploma thesis "Celebrization of news service and journalism on Czech commercial TV channels" focuses on the growing trend of appointing celebrities as anchormen on news broadcasts. Entertainment and celebrization of news services raises the question of whether these patterns contribute to the professionalization or deprofessionalization of journalism. This work aims to examine the consequences of celebrity presence in newscasting because of the obvious changes in broadcaster representatives. Primarily, this analysis focuses on private channels (Prima, Nova, Barrandov) employing Czech celebrity as anchormen despite their lack of previous media experience or education in the field. The theoretical part introduces the requirements for TV presenters and elaborates on the terms „professionalization“ and „celebrization“. The methodological part clarifies the selection of presenters researched, as well as the chosen methods of analysis. The qualitative method is utilized to analyze the research portion of this thesis, which mainly addresses the linguistic aspect of the speakers‘ speech and their non-verbal communication.