

Abstract

The thesis focuses on the increasing use of video format in journalism, particularly in blogosphere. In the first part, I have looked at the historical context of interpersonal communication and tried to find a link between a society where people communicated orally only and between the contemporary one. I have subsequently extended the historical aspects with the psychological level of communication. I have sought to find out how visual communication, even when mediated through video, affects us and how different it can be compared to communication through text.

In the second part of my thesis I verified my theoretical findings in practice through a case study. During several interviews with DTV Internet television channel makers and a visit at the studio I was finding out how the content is prepared and what technical solutions they use for it. I was particularly interested in the progress that has been made from the time first episodes were created until the current form.