

Abstract

This master's thesis examines Czech TV news called „Crime News“, that is broadcasted by TV Prima. Method of mythological semiotic analysis was chosen for this paper and it refers to work of Roland Barthes. Crime News (their three-month period) were examined not only from the perspective of lexical and visual point of view but as a complex communicate. This helped to uncover mythological structures, persuasiveness and other phenomena. In the beginning of this thesis theoretical concepts are explained. Second chapter is dedicated to methodology. Analysis itself is the third part of this master's thesis. Show's jingle and anchormen were examined first and the other phenomena second, thereby mythological structures, archetypes and narratives were exposed. Conclusion provides summary and interpretation of described phenomena.