

## **Abstract**

The diploma thesis will be devoted to the theme of traditional and new media, that are becoming dominates the media world and an important part of everyday life. The text aims to introduce television as a medium that is constantly evolving, as well as the and its audience. Based on this assumption, we will examine television from the perspective of several main media theorists. In fact, there are several basically different views on this medium and its audience. Especially older writers such as Pierre Bourdieu, Neil Postman, Jeremy Orlebar or Guy Debord, have become accustomed to television and the overall medial platform as manipulative and television audience passive. On the other hand, there are also several authors, who see media in progress, digitization and the emergence of new media as new possibilities. We are talking about Pierre Levy, Don Tapscott and Axel Bruns. Between the two opposites are still moving Stuart Hall and John Fiske. Special attention will be devoted to the issue of the gradual development of television as a medium and its audience. Television is in fact considered as one of the traditional (old) media, however, it is changing with technological developments and respond to innovation. I will try to answer the question of what television as we know it today, uses of old and new media, what are the semantics and how this medium has changed in response to digitization and the advent of new media formats, that is what distinguishes "new television" from the traditional analog.

## **Key words**

television, media, new media, internet, digitalization, globalization, manipulation, announcement, audience, information