

Diploma thesis “Comparison of Czech Television news channels ČT24 and Z1” deals with collation of two channels aimed at continuous news broadcasting: public service ČT24 and private Z1. The thesis explores in what ways is signified dissimilar targeting at different goal groups of viewers. Analysed is not only the whole broadcasting scheme of both channels, but mainly the content of primetime news broadcasts, particularly in two specific periods: firstly at the beginnings of telecasting of the surveyed channels and secondly after one year of broadcasting in September 2009. The thesis attempts to determine the congruent features as well as the differences of the channels, using quantitative analysis it depicts the pattern of primetime news broadcasts with regard to formal and thematic aspect. In detail the thesis focuses on economical, foreign and regional broadcast and for instance the exploitation of live broadcasting. Since the analysis was accomplished in two different time periods the thesis also deals with changes in programme schemes and primetime news that were taken in action within the surveyed period. The theoretical part of the thesis generally focuses on the role, development and contribution of the news channels in the society. Consequently it describes two possible viewpoints of motivation to establishing of a news channel affected by different form of medial possession.