

## ABSTRACT

The topic of the dissertation is constructing an axiological system by the media. Television, the medium selected for research, thanks to the specificity of its language, creates not only audiovisual images of reality, but also shapes certain types of awareness of their recipients. This is because language is a communication tool that can be used to convey or do something, as well as to influence something. This issue is examined on the example of thematically selected episodes of American and Swedish morning television programs. Thanks to a wide range of threads taken up within their various segments, they show a multidimensional picture of the ideas, beliefs, customs and hierarchy of values of a given society. The research area covers three TV programs: the American *Today* (a program of the commercial station NBC) and the Swedish *Morgonstudion* (a program of the public station SVT) and *Nyhetsmorgon* (a program of the commercial station TV4).

The aim of the dissertation is to examine the ways in which *media images* (also: *visions of the world*) and the hierarchies of values presented in them are constructed in the United States and Sweden. The work describes how American and Swedish programs portray world using constructivism as a theory of communication and media, due to the search for an answer to the question of how television broadcasts in the USA and Sweden shape the axiological system in the minds of their recipients. Therefore, it is shown in the thesis how social and cultural values promoted in two different cultures – American and Swedish – are presented on TV. The first one, being a pioneer of television, is often considered an example of how to present topics, while – what is stated as a hypothesis – the second one determines the quality of contemporary television and the evaluation criteria conveyed through it.

The language of television, which is a multimodal system of signs, can have a strong and multidimensional impact on the minds and emotions of viewers. The assumption is therefore that television can shape and promote attitudes and values recognized in a given culture. Based on a comparative study with *Today* and *Nyhetsmorgon*, the dissertation shows that the idea of *Morgonstudion*, thanks to, among others, correlation with the *Nordic model* and the mission it has chosen, including the educational offer and the specific way of presenting and promoting values associated with it, is not only worth attention, but also worth imitating by other television stations.

The methodology used in the dissertation consists of critical discourse analysis and content analysis. These linguistic methods, including multimodal analysis, were chosen to examine the values presented in programs, because television messages can be reliably examined only by taking into account each of their audiovisual elements and the mutual relations between them. This methodology requires interdisciplinarity because it is inextricably linked to the analysis of context in a broad, and therefore often also non-linguistic, sense.

**Key words:** multimodality, media language, television, audiovisuality, axiology, values