

Abstract

The bachelor thesis is devoted to activities of The Ministry of Culture of Czech Republic Award - Library of year. A significant part of this thesis is focused on describing the history of Library of year from their establishment in 2000 to the situation in 2018. The category “Basic Library of Year” is elaborated in detail. In addition, the media impact of the evaluation, including a presentation on the library's website, is analysed using an example of two libraries. The second part is dedicated to semi-structured interviews with executives from libraries městyse Křtiny and Místní knihovna Pavla Křížkovského Holasovice that won the contest and a semi-structured interview with two members of the jury Mgr. Zlata Houšková and Mgr. Lucie Macháčková who have evaluated the competition in the last two years. At the end of the bachelor thesis, there are proposed innovative steps based on the findings, which could help to further develop this important competition in the category of “Basic Library of Year”.