

Abstract

This Master Thesis is focused on analysis of media response to editions *Fresh* and *Raketa* of publishing house Labyrint in the context of history of publishing practice in the Czech Republic in the nineties. It also discusses contemporary literature for children and youth. Thesis studies critical media response to three particular books from studied editions *Tajemství oblázkové hory* by Bára Dočkalová, *Robinson* by Petr Sís and *Plyš* by Michal Hvorecký. Novel *Plyš* by Michal Hvorecký was covered the most in the media. The smallest number of articles was published about *Tajemství oblázkové hory* by Bára Dočkalová. Even though it was nominated for Magnesia Litera Award, it did not win the price in the end. The closing part focuses on a unique project by publishing house Labyrint, a magazine for children called *Raketa*. Media attention is focused on creators of magazine, either it is the owner of publishing house Labyrint Joachim Dvořák or its chief editors Johana Švejdíková and Radana Litošová. Critical reflection is rare, there are mostly short notes recommending buying the magazine or describing a new issue. There is a broad spectrum of media chosen for this analysis, from news media to cultural and literary periodical such as *Tvar*, *Host*, *A2* and catalog *Nejlepší knihy dětem*.