

The diploma thesis deals with restrictive and creative aspects which plays an important role during selection and execution of news about sensible theme of islam. The diploma thesis is divided into several parts. The terms such as media logic, routine and creativity are being described in the theoretical part. The thesis points at the problem of media presentation of islam and muslims. This problematic presentations resulted from both foreign and czech researches. There are also points out the inadequate research aimed at the employes of the redactions as a creators or semi-creators of the media content. In terms of up to date reserach in the redaction there are outlined some options of creative attitude which can influence and change routine practice or focusing of redaction about the selection and processing of the event. The methodology part outlines the research problem and question. It names the investigated redactions and the techniques of data colection and analysation. The thesis extracts from this knowledge even in the research part. It brings better understanding of possibilities of the redaction employees in choosing and execution of news regarding the theme of Islam.