

## **Abstract**

The main goal of this thesis is to analyze the media image of the influential Czech businessman Zdenek Bakala who is also the owner of the company Economia, publisher of Hospodarske noviny. Bakala is a member of a small group of Czech billionaires who have completely taken control over the most important media groups and thus all national dailies over the last decade. Politician Andrej Babis is also considered as one of them. His entry into the media market after the acquisition of the Mafra was the most significant moment for the rise of the so-called oligarchization of domestic media.

Czech media ownership changes have raised suspicions that these modern media magnates have acquired the media in order to defend their economic and political interests. There are concerns mainly because they could influence the content of the media and thus disrupt editorial freedom and jeopardize the functioning of the entire media system. They can also use their media power to influence public opinion, which is largely shaped by the media.

This thesis will therefore want to verify whether the owners use their influence in their media. This assumption will be demonstrated on the analysis of Zdenek Bakala's media image. Firstly, the research examines the way his own Hospodarske noviny informed about him and finds out how his media image differs in comparison with other dailies. Furthermore, the research determines whether Bakala's media image in MF Dnes daily changed significantly under more or less direct control of Andrej Babis in comparison with the previous period and other media.