

Abstract

Diploma thesis *The splendors and miseries of DTP: desktop publishing and common practice of Czech publishing houses* tries to map the current technical and personnel aspect of the DTP departments within Czech publishing houses. It uses a quantitative method of questionnaire survey. In the practical part of the research, it managed to obtain data from nine of the ten selected publishers. It was chosen on the basis of their readership with the help of data from the Union of Publishers. Undoubtedly, the main contribution of this thesis is the topic itself — text focuses on a group of media professionals, who are crucial for proper functioning of the print media, although it is constantly overlooked by academia. This diploma thesis does not bring any revolutionary knowledge about the field of print media in the Czech Republic, although with the obtained data it is possible to at least partially analyze jobs and style of work of media professionals in DTP departments. The work is a small quantitative contribution to the academic discussion, which unfortunately is not currently taking place, although it should.