

## **Annotation**

This bachelor's thesis addresses the transformation of the content of town hall periodicals after the municipal elections in 2018. The thesis is theoretically based on the amendment to the Press Act, which obliges publishers of local government periodicals to provide objective and balanced information. When creating the methodology, I was inspired by a study of the civic association Oživení from 2014, whose authors analysed 100 periodicals published by local governments in order to assess the balance of information provided and the degree of self-promotion of the management of these local governments. Using the method of quantitative content analysis, I analysed five Czech town hall periodicals. The aim of the work is to reflect a possible change in the content of town hall periodicals after a change in the composition of the political management of self-governing units, and thus to find out how much this composition affects the final product.