

Abstract

My bachelor study deals with description and evaluation of media image of Czech Post in particular nationwide dailies during the time period from 2012 to 2017. For better contextual understanding the examination exceeds partly also into year 2018. The main goal of study is to examine whether the media image of Czech state postal service and its reputation during the given period were constant or variable, coherently it can be also examined whether a tendency is obvious and if such tendency is increasing or declining. The study is divided into two parts. In theoretical part the history of Czech Post is briefly described with stress on the development from 1990s, subsequently the recent business of Czech Post including its management and enterprise development from year 2010 is dealt with. A section is focused on theoretical definition of media image including employed theories, and an overview of examined periodicals: daily Mladá fronta DNES and daily Právo. In the prologue of the second practical part the used methodology is explained. Subsequently, individual contributions are examined using the quantitative and qualitative content analysis. Selected media contributions are elaborated using Newton Media Search database, which records the articles from most known Czech periodicals. The evaluation of chosen material and consequent replies on survey's questions represent the final conclusion of the study.