

Annotation

The topic of this diploma thesis are trends in economic journalism and its specifics. The thesis introduces economic journalism to the context of journalism generally and deals with the role and nature of economic journalism. It also introduces the specifics, which may differ in different types of media. At the same time, the specifics of the work of an economic journalist and journalistic ethics are mentioned. Individual media types are presented from the point of view of economic journalism and the thesis offers also an overview of already existing literature related to the topic. Moreover, I am not aware that there would be an existing publication in the Czech environment that would focus specifically on economic journalism. The research part is devoted to the case study that deals with media coverage of real estate market. The reader is acquainted with the basic concepts and developments in this market to fully understand the context of the study. Subsequently, the research methodology and workflow are presented. The news from September in 2007, 2014 and 2017 were analysed. The necessary data were entered into coding tables with specific numerical codes. Using the quantitative content analysis, the work revealed what topics in the field of real estate, the topics are addressed and also what are the differences between individual media types. At the same time, it was confirmed that the internet as a media type has significantly strengthened its position in recent years. Despite this fact, printed Mladá fronta DNES still remains the most important medium in the field of real estate.