

Abstract

In this thesis I concern myself with television of public service in the Czech Republic, particularly with definition of its role, mission and system of financing and also mutual interconnections of participants of media politics in the Czech Republic.

In the theoretical part are specified ideas and conceptions that are linked with the topic of the thesis such as media of public service, public media and their position between state and market, social elements of journalism and general theories of media that are connected to this thesis. Moreover is mentioned comparison of television of public service in other European countries that contextualizes the Czech television in broad European framework of European Broadcasting Union and specifies functioning of television of public service according to the Prague resolution of Council of Europe. Furthermore shows alternatives of financing of televisions in foreign countries from the perspective of external experiences. Also the position of the Czech television in the Czech Republic is mentioned in the theoretical part as well as legislative regulation, economic situation with brief view to crisis at the turn of 2000 and 2001, that determined the next course of the Czech television.

In the analytical part the author is interested in current situation in the Czech Republic, legislative changes that are in progress at field of television of public service and analyses its impact on the future of the Czech TV. Furthermore she examines and evaluates the regulation of television broadcasting in chosen European countries, such as Great Britain, Italy, Finland and the Czech Republic by the method of multicriterial analysis.

The thesis embraces proposal of media policy for good functioning of television of public service in the Czech Republic. The proposal is based on methods of tree of

goals and identification of roles of participants in the process.

In conclusion, there are identified possibilities for changes of media politics and are shown main false steps taken by the state in field of television of public service in the Czech Republic.