

Abstract

The Master's thesis aims to comprehensively introduce the professional organization Syndicate of Journalists of the Czech Republic and describe its role in the Czech media environment. The Syndicate of Journalists is a voluntary professional association that participates in the application of journalistic ethics. It actively contributes to the protection of freedom of speech, expression, and dissemination of information and through its activities co-creates ethical principles and norms in domestic journalism. The Ethics Commission and especially the Code of Ethics play a key role and this thesis addresses them, among other topics. The theoretical part of the diploma thesis defines the framework of the topic, which is ethics and self-regulation in journalism. Key terms and principles of journalistic ethics are presented based on academic literature. A core part of the thesis follows and describes the history, current form, and principles of the Syndicate of Journalists of the Czech Republic. Our intention is to define the function and role of the Syndicate in the Czech media landscape, especially in the field of journalistic ethics. The practical part of this diploma thesis contains an analysis of activities of the Syndicate between the years 2015 and 2020 and a qualitative analysis of the Syndicate's magazine *Mediažurnál*. The quarterly published mainly for the membership base offers an important insight into the association of journalists.