

Abstract

The diploma thesis deals with the topic of public service, public service media and selected attributes associated with their functioning, specifically the reflection of selected topics from these areas by members of public service media control bodies – the Czech Television Council and the Czech Radio Council. In the theoretical part, it first introduces various approaches to the concept of public service, introduces the public service media, their tasks and development. It also deals with the media system of the Czech Republic, focusing mainly on the Czech public service media, their control bodies and development. It also seeks to anchor the concept of public service in Czech legislation. In short, it presents the BBC as the ideal of public service media. It also discusses the evaluation of the public service in more detail on the example of Czech Television, Czech Radio and the BBC. Finally, it identifies the current position of public service media, their tasks and problems. In its analytical part of the thesis it maps the attitudes and opinions of the members of the Czech Television Council and the Czech Radio Council regarding four monitored areas – the role of public service media in contemporary Czech society, main tasks of public service media, public service media management and perceived needs and possibilities of public service media tasks. To do this, it uses the method of semi-structured interview with selected current and former members of control bodies in a qualitative survey. The results – the attitudes and opinions of councilors in the individual areas examined – are then placed in the context of the current professional debate on the content of public service, public service media and applicable legislation, where it reveals similarities and inconsistencies in council and the mentioned professional debate and legislation. The results continue to show in some areas the same, but in others completely different, attitudes and opinions of the members of the supervisory bodies.