

The Master thesis “The Media Image of the Syndicate of Journalists of Czech Republic in Dailypapers as a Contribution to Transformation of Media Environment” deals with the media image of journalistic organization created by selected nationwide printed media in years from 1990 to 2008. This paper is divided according to time periods, which were defined by three chairmen of Syndicate of Journalists – Rudolf Zeman, Irena Válková, and Miroslav Jelínek. Thesis is dealing not only with media image of the syndicate on front pages of chosen periodicals but also with position of the syndicate in society, respectively among politicians and journalist. Author have gathered information from syndicate's archival materials (National Archive in Prague and secretariat of Syndicate of Journalists in the Czech republic), from academic literature, from data of syndicate's newsletter Mediažurnál, and from found articles, which mentioned the Syndicate of Journalists in the Czech republic.

The result of this paper is a media image of Syndicate of Journalists in the Czech republic with regard to chosen events. With contribution of qualitative analysis the tone of articles toward the syndicate was found out, and with help of quantitative analysis was constructed a comprehensive record of frequency of the articles. Paper reveals reliance of Syndicate of Journalists on politicians, who were after societal changes in November in 1989 trying to influence work of journalists and existence of the syndicate. Author displays those attempts on specific events, that have been appearing on pages of selected periodicals.