

## **Abstract**

Diploma thesis *'The Perception of News Values among Female Journalists and Female Public Relations Workers'* is concerned with the relationship between gender and news values. It compiles theoretical basis for the analysis. Using qualitative and quantitative methods aims to examine the perception of news values and the process of news selection among female journalists and public relations workers. It reveals, whether there are some differences between these two groups, what kind of differences it is, and what the reasons that underlie them are.

Some researchers assume that there are differences in the personal value system of these women – female news workers are considered to have a more masculine perspective and qualities tied mostly with men (maybe as a result of professional socialization, or as personal characteristics).

The first part of research contains of a questionnaire survey, which examines some demographic and professional characteristics, as well as the evaluation of news values and topics. The quantitative analysis of its results indicates some mild differences in characteristics and in the evaluation as well. Some differences could be understood as approval to the above mentioned assumption. Other could be linked to different nature of both professions. Another finding is that opinions and evaluations of the group of public relations are more diverse.

The other part of research, the qualitative analysis of in-depth interviews, indicates, that from the perspective of news values the significance is perceived differently. The intensity of gender identity shows individual distinctions. As a crucial factor, gender is perceived in the environment of the news selection, where – especially as decision makers – men dominate and where the masculine discourse, which works as contentual as well as personnel filter, prevails.

Without regard to gender, the central phenomenon is the organizational identity, which enables to achieve the goals of organization and provides the conformity of workers and, thus, the efficiency.