

Abstract

The diploma thesis “The media landscape in Spain” aims to describe the contemporary Spanish media scene and apply the basic characteristics and particularities of the “polarized pluralist model” media system which was described by Hallin and Mancini in their book *Comparing Media Systems* and whose features are also allocated to other South European countries (Italy, Portugal, Greece and marginally also France) in addition to Spain. The description of the press and audiovisual media market itself is preceded by three extensive chapters dealing with press media development in Spain from its beginnings in the 17th century until today, media legislation and the concentration of media ownership. It was the development of the press (and, in the 20th century, the development of audiovisual media) which, due to its exceptionally close ties to politics, determined the shape of the contemporary Spanish media landscape, which is why the thesis focuses primarily on this topic. The historical and political development of the country and constantly changing systems of government led to frequent changes in law (press laws in particular), which makes Spain very different from other European countries in this aspect. The chapters dealing with the press and audiovisual media market refer to the weak tradition of readership of dailies (in comparison to Western and Northern European countries) and on the contrary to the strong audience for television and radio, which is typical for countries whose media systems are based on the Mediterranean polarized pluralist model.