

Abstract

Literární noviny is a unique periodical with a long tradition on the Czech press market. Cultural and political magazine has been emitted with several pauses since 1927 and its profile changed several times through various historical periods. The main aim of this diploma thesis is to follow and describe changes of the weekly Literární noviny under the lead of Petr Bílek in years 2010-2012. The diploma thesis will focus not only on a content change, but also thematic, editorial and visual change.

The first chapter of the diploma thesis will briefly summarize history of the periodical from 1927 until 2009 and will mention necessary historical context. The second and third chapter will focus on the years 2010-2012. The second chapter of work will describe the profile of periodical, owner structure, profile of the readers, work will also focus on editorial and external staff and its change through time. It will also mention Czech personalities writing for the weekly. At the end of the second chapter, work will introduce editor-in-chief, Petr Bílek. Third chapter of diploma thesis is dedicated to content form of the periodical. It will describe periodical and non-periodical section of the weekly, main topics of the defined period, periodical and occasional supplements, visual form and online version of the weekly, www.literarky.cz. Through particular chapters of the third chapter of the work will be also introduced main editors and authors, genres and topics.