

Abstract

The presented rigorous thesis aims to analyse the structural transformation of press and the subsystem of the regional as well as local press in terms of mutual connections by means of explanatory and methodological research. The subsystem characteristics are based on the content, formal and geographical concepts; the connections with the system level are clarified. The developmental trends at the micro and macro level enable to monitor the changes of the media landscape after 1989. The transformation process is divided into phases and diversity encountered in transition countries is explained. Macro-level and micro-level factors of structural transformation are analysed in detail. The concept of the system microclimate enabled to monitor the sub-media as well as media space in the context of intermediary system. This causal link is an integral part of the transformation process, which is why the finding of a common ground between the social environment and subsystem of the regional and local press promotes the understanding of the observed characteristics and also creates its own microclimate for the new resulting concepts. The most significant social impacts of structural transformations are shown in the transfer semantics. The methodological part enabled to anchor the research for subsequent empirical analysis. Mixed methods research, consisting of the combination of qualitative and quantitative scientific approaches, was carried out. Qualitative analytical part focused on the application of structural-transformational factors and identified their impacts in specific regional medium. Quantitative research investigated the effect of structural transformation on the change of content in the context of media presentation of communal politics, because the political-economic factor of structural transformation is considered to be the most significant.