

## Abstract

Bachelor thesis named 'Role of *the Guardian* daily newspaper in the British press market' consist of three parts. The first part deals with the mass print and its development in Great Britain. There is a brief history of the very first daily papers appearing in 18<sup>th</sup> century, their rise during the industrial revolution in the first half of 19<sup>th</sup> century, followed by the period of press barons, and finally 20<sup>th</sup> century in the name of large media conglomerates. The contemporary press market is examined from the social class perspective, typical for Great Britain, with the spreading tabloidization increasingly affecting the serious news as well as the growing power of the internet. The mutual influence of media and politics is also very important, mainly in connection with the owner effects. The whole second part is dedicated to *the Guardian* daily newspaper, mainly to its history dating back to 1821, when *the Guardian* was established in Manchester as a regional newspaper named the *Manchester Guardian*. The original title was used until 1959. One of the most interesting aspects of the current *Guardian* is its website created back in 1999. The third part of the work brings the *Media Guardian* analysis, namely in the context of other sections of the paper and the content of the *Guardian* in the years 1990 and 2000. It also deals with the subject of stories within the *Media Guardian* and their authors in both monitored years.