

Abstract

The thesis deals with ethical standards in journalism from the perspective of the law and with their practical application. The text explains the basic problems of normative influence on journalism and it is focused on case interpretation. The author has chosen relevant cases of failure of the Czech media after 1989 (e.g. Rejžek vs. Vondráčková, Horký vs. Reflex or the "Kuřim case") where the breach of the law occurred and a judicial or administrative decision was given. The important facts of each case are presented and generally applicable points of the decisions are analysed. Afterwards, these points are summarized and related to other cases. The thesis is structured from the general definition of normative theories, ethical standards, legal provisions and their comparison to case analysis.