

Abstract

Bachelor thesis deals with means and functions of financial markets medialization in the last decade on the print, broadcast and network media material. In the introduction there is a brief outline of the current situation of economic news in the Czech media environment. The first part of the thesis provides economic (financial markets theory) as well as media (application of semiotics) theoretical bases. The practical part of the thesis analyses the outcomes from financial markets publicized in selected titles of journals (Hospodářské noviny, Mladá fronta E15, MF Dnes and Lidové noviny), news sites on the Internet (iHNed.cz, E15.cz, iDnes.cz and Lidovky.cz) and in Česká televize broadcasting. The analysis uses the knowledge of semiotics – the study of signs and sign systems. The aim of the thesis is to define the means which are used for financial markets medialization depending of the type of media (print, broadcast and network media) and evaluate their functions. Attention is also paid to the diversity of the means in an economically-oriented and general media. The results of the analysis show strong stereotypes of means of financial markets medialization across monitored media, frequent use of symbols, tables, graphs and other graphic elements. The conclusion offers several hypotheses for further exploration of this theme. The illustrated appendix represents a substantial part of the thesis.