

## **Abstrakt (EN)**

Diploma thesis „Constraints of Public Relations on Czech Media after 1989“ deals with one crucial aspect of journalism which is the influence of various interest groups on the content of the media by public relations. It concerns with the topic from the point of view of professional journalists as media content producers and attempts to find out what mechanisms are driving the Czech media system in regards to public relations. The thesis examines shortly the history of public relations, both in the Anglo-saxon world and the Czech lands before and after 1989. Definitions of public relations are later applied on selected critical media theories, such as those of Scottish PR theoreticians Dinan and Miller, Herman and Chomsky’s Propaganda model or Boorstin’s idea of pseudo-events. Sociology of news and one of its most important protagonists, Brian McNair, also speaks critically on the influence of public relations, therefore his contribution to the topic is also an essential theoretical frame. The fourth chapter deals with selected methods of public relations such as spin doctoring, third-party endorsement or crisis communication. A particular analysis is dedicated to the Stockholm Charter and the IPRA Charter, the most important ethical frameworks that all public relations departments should abide to. Diploma thesis is concluded by a qualitative research in order to find out how the problem is perceived by Czech journalists. The grounded theory helps to establish the pillars on which the relationship between journalism and the “almighty” public relations industry is built. The presumption that its methods do influence decisions of vast majority of Czech journalists on how a certain event will be portrayed was nevertheless not confirmed. On the contrary, it turns out mechanisms PR are subordinated to quite different influences indeed.

