

The aim of the thesis „Images of Children and Youth about the Work of Journalists“ is typification the Czech journalist and his workload by children and adolescents from the age group 10-16. Moreover thesis is working with subjective children´s and youth´s attitudes to the profession. The first theoretical part is searching the definition of the journalistic profession in the literature and summarizes past research on similar topics. Novel research is the core of the whole work. The questionnaire survey was carried out in primary and secondary schools in Prague, Central Bohemian region and Hradec Králové region, 153 questionnaires for younger respondents and 180 for older respondents were processed, a total of 333 completed questionnaires. The questionnaire asked for socio-demographic data about a notion of typical journalist (age, sex, place of residence, income, education...), it´s personality (characteristics), journalism as a lucrative profession (rating of respondents) and a normal working day of the journalist (timetable of activities and place of presence). Semi-structured depth interwviews with four other respondents who were to clarify and confirm the results of the survey followed, namely to verify their reliability. The conclusion summarizes the results of research in an effort to create children´s and youth´s image of the average Czech journalist.