

## **Abstract**

The thesis examines the topic of sustainable development and its media interpretation when talking about privately owned companies, especially multinationals. The theoretical part creates a framework to understand the topic of sustainability and its development related to companies and it aims to uncover the reasons why the companies incorporate sustainability into their strategies. At the same time, up to date media research in the field of sustainable development, theory of agenda setting, company marketing and a relationship of PR workers with journalists is examined.

The research was conducted on the Czech newspapers MF DNES, Právo, Hospodářské noviny, Lidové noviny and E15 within one calendar year.

The practical part uses quantitative analysis to describe the basic features of selected articles and answers questions of which companies use sustainability for promotion or which companies are connected to it, what the main subject of articles is or who the main actors are. Qualitative analysis using the method of grounded theory helps us to create the overall media image.