

Abstract

This thesis is about development of Czech media market after 1989 in the context of political economy of the media. It tries to find practical impacts of the pressures of commercial sphere on media content in Czech serious daily press, on the basis of theories applied in the research part of the work. These pressures include media owners and media market ownership concentration, advertisers, expert opinions makers and think-tanks and public relations. A quantitative content analysis and journalists interviews are used for this purpose. The results confirm an existence of commercial influences in Czech dailies, especially from advertisers. A significant dominance of opinions supporting right-wing (conservative) thoughts has been also confirmed. Brought knowledge and research findings both leave and open substantial space for a future research of this topic.