

Abstract

This thesis is concerned with the media image of Czech and British press regulation, with a focus on daily newspapers. The theoretical part deals with selected normative requirements for media, the concept of public interest, the legislative framework of the press operation in the Czech Republic and the United Kingdom, self-regulation mechanisms of the British press, and, last but not least, ethical norms and professional practice that comes with the occupation of a journalist. The thesis also presents the main representatives and the basis of critical discourse analysis, the selected procedures of which are then used in the follow-up study of media content. The analytical part focuses on the discourse of selected Czech and British daily newspapers and examines it in the context of two events associated with state intervention into media regulation. In the case of the Czech Republic it is the approval of Law no. 52/2009, titled by the media as "muzzle law", in the case of the United Kingdom we are concerned with the exposal of illegal methods for obtaining information by News of the World, a British weekly. Both of these events led to significant media response, among other reasons because they were closely tied with the issue of media regulation, respectively press regulation. Using the tools of critical discourse analysis, the thesis seeks to uncover both intended and unintended hidden aspects of ideology in discourse and reflect on the consequences of the dominant position of print media among media discourse. The thesis also describes the differences, how the regulation is interpreted by Czech and British press.