

This paper is to be considered a contribution to critical media analyses. It is based on the thoughts of Herman and McChesney (1997). It is an effort to apply their thesis about global media systems on the example of Czech newspapers. The core of the paper is comparative content analysis of three major dailies in 1994 and 2004. The analysis verifies the trends that according to Herman and McChesney characterises the development of mass media. Those are concentration and consolidation of capital on the newspaper market, and commercialisation, globalisation, tabloidisation and homogenisation of the contents of the dailies. The analysis has been conducted on the sample of 20 issues of each title in each year. It brought results that partly confirm and partly contradict the theory. The trend of concentration of capital has been observed. The rate of Czech capital on the newspaper market is as low as 15%. The rest is divided among few foreign (mostly two German) companies. The reason of this situation is identified as lack of legislative protection of the newspaper market in the transformation processes in the 90's. The trend of tabloidisation and commercialisation of the contents of the dailies has been proven too. There is no doubt this has negative effects for the public sphere. However, instead of the trends of globalisation and homogenisation we can see deepening homeward orientation of the dailies followed by strengthening of the position of ČTK (Czech Press Agency) among information sources. Thus, we prefer the term internationalisation rather than globalisation for the description of the development of Czech press.