

Abstract

The paper analyzes the archaeological topics published from the 1st January 2014 until the last day of the 2014 in selected Czech media, specifically in the newspapers called Právo, Hospodářské noviny, Mladá fronta Dnes. Examined is also tabloid Blesk. Included are also their online portals - www.novinky.cz, www.lidovky.cz, www.iHNed.cz, www.idnes.cz, www.denik.cz and www.blesk.cz. Based on the analysis reproduced articles exported from the media database and based on the online questionnaires that were used to question journalists and archaeologists redefined the basic rules of communication between them, including communication difficulties which may arise during common cooperation. The thesis also contains a database of the editors and active journalists who deal with such problems, including their work contacts, to facilitate the work of archaeologists attempt at media coverage of their own research, and many other archaeological projects.

Keywords

Archaeology, mass media, daily press, publicity, infotainment, journalist, newspaper, communication, medialisaton, popularization