

Abstract

The thesis "The army on the media battlefield" examines the extent to which the Ministry of Defence and the Army of the Czech Republic are media institutions. It asks if they take media logic and if they are subject to pressure from journalists. All this is framed by four phases of mediatisation defined by Jesper Strömbäck's work in 2008. The theoretical part defines terms such as mediatisation or media logic. The thesis also focuses on the explanation of corporate communication, which is related to the Ministry of Defence and the Czech Army. In the conclusion of the theoretical part, both institutions are defined, and the emphasis is on their communications departments. The methodological part describes the research method of semi-structured interviews, which are used to collect relevant data. It also defines the research problem and research questions. The third part of the thesis is devoted to research where data collected from nine respondents from the Ministry of Defense and the General Staff of the Army are analyzed and categorized to relevant research questions. Respondents answered questions that addressed the communication objectives of the Army, formats and contents of the communication, new media and their work in relation to editorial routines. Respondents described what relationship exists between the Ministry and the General Staff and the media, what importance they attributed to communication or how to improve the image of the Army in the eyes of the public. In the conclusion, the data are evaluated and re-referenced to Strömbäck's theory of mediatisation. Subsequently, the conclusions are drawn regarding the fulfillment of communication goals of the Army and how the media influences the logic of the army.