

Abstract

This bachelor thesis deals with media relations analysis of the biggest Czech railway companies České dráhy, RegioJet and Leo Express since 2013 to 2015. The theoretical part describes elementary findings from media and public relations fields. There is also recommendation for successful company's external communication and proper writing of media releases. Different types of media products are described primarily while elementary theory of mass media communication is defined only marginally.

The practical part focuses on external communication analysis of chosen companies individually. This analysis is complemented with personal communication with spokespersons of companies České dráhy and RegioJet, and in case of Leo Express, analysis is complemented with examples of media releases. The analysis is supported with quantitative research of media contents and the results are following description of quantitative research of media contents and methodology definition.

The research were carried by comparison of press releases and media articles in national press as Právo, Hospodářské noviny, MF Dnes, Lidové noviny, Blesk and its regional and digital branches. NEWTON Media search was used for research and the research itself is based on confirmation or refutation of stated hypothesis. These hypotheses come out from the theoretical part and from the media relation analysis. Coding book and record sheet are included. The results are media relations comparison of the three chosen companies, comparison of representation in media and added recommendations.