

Abstract

This study analyses the work of the Czech television Ethics board. It starts at the beginning of his modern activity (2004) and finishes in 2014. It describes the context of origin, the principles, the members and the agenda in particular periods. The reports of the Czech television Board and the annual reports were used especially in the first part of this study. Czech television Ethics board's documents were analysed using the quantitative and qualitative analysis. Thanks to this the whole agenda of the Ethics board could be summarized. The Ethics board's documents were also compared to journalistic standards. The main aim was to bring a complex handbook for the journalist without practical experience. That's why it comprises a chapter which explains the most important media concepts and a chapter which analyses its media coverage on internet servers.