

## Abstract

The belief that economic entities influence media contents and shape them through their public relations professionals, is shared with an increasing intensity by both academics and journalists. One feature of this effect on media is publishing unlabeled public relations (PR) articles. This thesis „*Detection of Unlabeled PR articles - the Theory and Application on Comparison of Czech Dailies*“ deals with methods that can reveal such texts. This work assumes that an unlabeled PR article is characterized by a lack of journalistic objectivity and as for the language aspect, by its persuasive component. The theoretical part therefore focuses on objectivity of journalistic texts and communication intention as seen from pragmalinguistic theory. For consequent use in the empirical part, this work summarizes existing research of unlabeled PR articles, with a special consideration for methods used by scholars. It stems from the findings of the critical political economy of communication, particularly the issue of advertisers influence on media contents. On grounds of these conclusions, this work then introduces its own design for identification of unlabeled PR articles, by classifying according to several predefined PR parameters. The classification system was designed on the basis of content analysis of media texts. Application of the concept, and thus also its verification, is illustrated on a comparison of PR tendencies of five national and one regional printed daily newspaper. The empirical part of this work verifies that with a relatively high plausibility, this classification concept is capable of identifying journalistic texts created from pre-packaged PR materials, or originated from an initiative of an economic entity.