

Abstract

In my bachelor thesis with the title First year of Echo Weekly I focus from different angles on the creation and process of the first year of existence of new Echo Weekly. I describe the causes for starting the weekly as a project which after leaving the Mafra publishing house created former journalists of Lidové noviny under the leadership of Dalibor Balšínek. I illustrate the focus, structure of content and also the progress of image of the magazine. I describe the partial changes in weekly which, even though it wasn't originally planned changed to solely digital title to magazine published since November 2014 also in print version. I state the differences between both versions and on selected articles illustrate the orientation of Echo Weekly and its most important topics as well as document the evolution of readership and number of recipients of the weekly.