

Abstract

The aim of this dissertation is to characterize the development of the press in the district of Pelhřimov between the years 1948 and 1989 on the geographical, political, social and cultural background in Czechoslovakia as well as this concrete region. On the ground of available material the dissertation also adumbrates the management of a regional newspaper office and the work there. The attention is paid on the main district periodical. The first chapter of the dissertation offers a picture of the historical background of that time as well as the management of printed newspapers in Czechoslovakia. The regional affairs are set in a deeper context. The second chapter devotes a detailed description of political, economical, social, cultural and sports events in the district of Pelhřimov and their reflexion in the press. The main constituent of this chapter is an overview of the district periodicals ranging from *Týdeník Cesta vysočinou*, *Hlas Vysočiny*, *Vesnické noviny Pelhřimovska*, *Pelhřimovské noviny* to *Nástup* and *Hlas Vysočiny* in 1990. In the last chapter there is an attempt to analyse the content of the newspapers in the district of Pelhřimov from the semiotic point of view. This chapter also points out basic principles of the work with themes and miscellaneous curiosities which appeared in the newspapers.