

Abstract

Diploma thesis „Czech private press agencies on the example of Herminapress” presents work of the private press agency Herminapress which founded a journalist and photographer Jiří Herman originally as a photo agency in 2006, in the context of action private press agencies on a Czech media market after the year 1989 and in a present time. This private press agency is in the Czech media market unique, because as the only one it offers it's subscribers content in the form of a photograph, text and video, and it's clients also services which could be described as a public relations. This diploma thesis therefore puts a goal to define it's place on the Czech media market. By this work the author tries to define the difference between making the public service content (ČTK) and work in private press company (Herminapress). The diploma thesis is based on the author's own three years lasting experience as an editor and photographer of the Herminapress, on the interviews with it's employees, clients and subscribers, and on the literature. The diploma thesis builds on a diploma and bachelor theses which had been allready written to the issue of private press agencies on the czech media market after the year 1989. In the practical part of the work the author compares text and picture outputs of Herminapress in contrast to outputs of czech press agency.