

## **Abstract**

The primary goal of this master thesis was to analyze the development of ownership of daily newspapers in the Czech Republic in the period 2008 - 2016. The development of media ownership in the monitored period was analyzed in the context of the long term structural problems of media sector, which were intensified by the economic crisis beginning in 2008. In addition to the economic context, the thesis also deals with the historical context, specifically the changes of the Czech daily newspapers market after 1989.

In connection with the transfer of ownership of the Czech publishing houses to the hands of domestic businessmen, often with direct links to politics, thesis also deals with the issue of ownership concentration and the relations between media and politics. I also mention the phenomenon of emerging new, alternative media projects by the journalists in reaction to ownership changes threatening pluralism and freedom of speech.

In the end, I also compare the development of ownership of the daily newspapers in the Czech Republic with the development of ownership in other countries of the CEE region, such as Slovakia, Poland, Hungary or the Baltic States.