Abstract

Master’s Thesis focuses on current position of ethics in the Czech media. The main subject is the code of ethics (or code of conduct). The first part of the thesis offers a theoretical background of the topic. I am pursuing the terminology referred to the media ethics topic. Together with scholarly resources I provide definitions of terms such as ethics, morality and code of ethics in media. Summary of relevant Czech codes of conduct is essential for this thesis. First, I present the codes in a brief list and table, more detailed analysis follows. The focus is on differences and specification of each of them. After that I present an analysis of ethical rules valid in foreign countries – European states and the United States in particular. Theoretical part is followed by practical part of the thesis. It is based on interviews with experts which are semi-anonymous and semi-structured. I interview eight employees of Czech media after formulating several hypotheses. I chose experts who have been working in media for many years - mainly chief editors or top managers in press, TV, radio or online media. One of the most important chapters is the confirmation or refutation of the stated hypotheses. Based on the conclusion of the interviews, I create a universal code of ethics that might be applicable on all media – indiscriminately the type, target group, or ownership. Finally, I present a list of another topics that could be a subject of another scholarly thesis and they could develop and amplify topic of this thesis as well.