

Annotation

The diploma thesis entitled *Profile of the Paseka publishing house and its media image (1990–2018)* aims to capture the image of the Paseka publishing house, which was founded by Ladislav Horáček more than thirty years ago and which has its firm place on the Czech book market.

The first part of the thesis aims to acquaint the reader with the basic concepts and introduce him to the circumstances of the Paseka publishing house. Furthermore, this section describes the initial years of the publishing house, as well as projects and personalities that are inextricably linked with Paseka.

The second part focuses mainly on the editorial policy of Paseky, which developed together with those who had just worked as the director of the publishing house.

The third part of the work is focused on the current Paseka. Part of this chapter is acquaintance with the current editorial policy, important authors, publications and collaborators, but also with how the publishing house communicates with its readers.

Finally, the final, practical part presents a quantitative analysis of selected media, which reported on Paseka in the period after the death of its founder Ladislav Horáček, ie between August 2015 and the end of 2019.