

If there is a general precondition for „good“ journalism in contemporary journalistic studies, it would be for the political environment to be a pluralist democracy. However, media and journalists were operating in non-democratic Czechoslovakia before the Velvet Revolution as well. This thesis explores the presence of „journalism ethics“ in journalistic circles in 1967-1977.

The most important one of such circles was the Czechoslovakian Union of Journalists, a voluntary-based social organization which united thousands of press, TV, radio and agency journalists. Based on heuristic research in the Union's archives, this thesis primarily describes two separate stages of formulation of the journalism ethics' principles that were done by the Union's committees. Their way of thinking about these principles is put into context of Marxism-Leninism with emphasis on the Czechoslovakian interpretation of Marxist-Leninist media theories.

The Czechoslovakian regime's systemic control of media proved to be an affiliated topic to the one of journalism ethics, and from the described process we are also able to draw some conclusions considering the seeming autonomy and the degree of professionalism of the communist era journalists.