

# Abstract

Diploma thesis "Programmes of Czech televisions which are intended for their own promotion" deals with differences between marketing of public and private in the Czech republic.

Theoretical part of this thesis summarizes specialized publications about Czech media market, typologies of audience and appropriate communication with the mass audience, it defines differences between advertisement and selfpromotion and it contains description of items of selfpromotion.

The main part of the thesis is practical description of Četěčko and Volejte Novu. It is based on watching thirteen broadcasted programmes (from 2008-01-01 till 2008-03-31) and interviews with the moderator of this programmes. The form of analysis from a journalistic, not marketing, perspective. It means structure, way of reporting, moderators, communication with audience, etc.

The result of thesis is determination of differences between programmes Četěčko and Volejte Novu. Contrast between selfpromotion of public and commercial medium is characterized in final confrontation.