

Abstract

Bachelor thesis „Transformation of the regional press in the early 90´s of the 20th century - region Ceskobudejovicko (South Bohemia)“ presents the situation of regional and local press in the region České Budejovice (South Bohemia) in the early 90´s of the 20th century. The change (of the content, owner, advertisement etc.) of the regional and local press was observed. The work is divided into the chapters by the type of the press and its target group. Also Syndicate of Southbohemian journalists and its foundation was discribed. The regional and local press is presented in the context of the history and situation of the region.