

Abstract

This thesis analyses the connections between real estate development, territorial development, and the media. The theoretical part presents fundamental topics from the field that are points of focus for the media and places them in a wider context with an emphasis on the housing situation in Prague. It also presents individual aspects that could have an influence on messages in the media, including the role of media ownership and the ideological beliefs of individual journalists. The work further discusses the presentation of developers in the media and their general reputations. The practical part of the paper employs three different research methods. The first is a content analysis focused on mainstream media, where we examine how they cover the topic over a specific period. The second includes a qualitative analysis that is based on interviews with a representative from the public sector, the private sector, and a non-profit. The third method is a quantitative analysis of a representative survey of Prague's inhabitants. In conclusion, the work presents recommendations how media could help cultivate the sector and improve communication between individual actors in real estate and territorial development.