

The Bachelor work deals with the life and work of the prominent media mogul W. R. Hearst who lived in the second half of the 19th and beginning of the 20th century. It delivers answers regarding his approach to press, to journalistic work and summarizes his contribution to further development of journalism. Hearst's life journey is followed from his early childhood through adulthood. Other important people surrounding Hearst and influencing his further development are also introduced in this work. Hearst is not pictured here only as an unapproachable media personality, but also as a human being who errs and succeeds. As part of the work, the historic era and the introduction into life in local society are treated. What follows is a mapping of journalism during that time and mention of the most significant figures. An important part of the work is Hearst's career in newspapers, which details his entry into journalism and follows his further steps in media markets. The next part focuses on his building of a media empire in the context of historic and cultural events. The final part mentions media mogul R. Murdoch, who compares his work in the press with W. R. Hearst's. The Bachelor work summarizes Hearst's contribution to journalism and brings a new angle to his personality.