

This thesis called "Media on Media: Self-Representation and Representation of Competition" describes how, and under which circumstances Czech media project themselves into their news content. It also defines attributes typical for such content, and what are the initiative situations that cause its production. The thesis also determines which of the analysed media types produces the highest figure of selfrepresenting content, and how this amount evolves quantitatively over time. The second part of this work focuses on methods that particular media use to inform on their competition. As a result of quantitative content analysis, which had been used in both parts of the research, it was not only possible to state the overall figure of such contents, but also to specify characteristics usually present in this content. The thesis also shortly analyses the topics and types of these contents. By using the above specified methodology it was also possible to identify particular media that refer about others the most and those that are on the contrary the most mentioned in the news coverage of others. This should clarify functioning of agenda-setting of Czech media in this field.