

## **Abstract**

The fundamental theme of this Master's Degree Thesis is Media Staff Fluctuation in the Czech Republic. The qualitative research, specifically that of individual semi-structured interviews with the journalists, was dominantly used for the processing. The interviews were aimed at the identification of the phenomena which have been complicating their professional performance and making it unpleasant. The respondents were asked directly as well as indirectly about the motivations which had led them to changing their occupation or have had such potential. Organization elements of media institutions are also taken into account, mainly the career code and the way of shift planning. The thesis deals with side-effects of media work such as excessive timeload, stress, haste, competition manifestations, the pressure from the side of advertisers etc. It pays attention to the impacts on freedom of expression and the veracity of published communiqués which may be caused by the unsuitably created conditions. It also includes a look at purely personal level, among others at family and partnership life, or as the case may be, at a possibility of satisfactorily spent leisure time. The recognized causes of employee turnover were classified, described, further categorized on the basis of an analysis of the interviews outcome. The findings were objectified in the critical chapter by the replies of a personal agency representative and the comments of a media expert.