

Abstract

This paper describes and analyses in the context of media theory, particularly the theory of transformation and the regional journalism theory, the development of regional press in Žatec region after the revolution in 1989. The paper briefly describes the situation of the press in the Žatec region before 1989 and focuses on media theory. In following parts is comprehensively described the development since 1989, periodicals are described and their history is presented. In conclusion, periodicals are comprehensively analyzed. It is shown that, despite media theory, there is no monopolization and centralization of the press in Žatec region, on the other hand, commercialization is present. Finally, the post-revolutionary development is analyzed in relation to the political situation and it is shown that political developments have had a major impact on the starts, ends and contents of the periodicals.