

## ABSTRACT

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Bachelors thesis: Blatenské listy – origin, history, present

The aim of this thesis is describe origin and development of the newspaper (range, price, amount of advertisement, etc.) since its inception in 1990 till present (2009). The thesis also monitors development of the newspaper in connection with social development in those years. Throught the study of literature on this issue and also available periodicals of Blatenské listy we are trying to achieve our goals. By doing questionnaire survey finds popularity of the periodics among the inhabitants town of Blatna.

### A. Theoretical part:

1. Characteristics of a social and medial development in Czech rep. after the 1989.
2. Characteristics of a region town of Blatná and its inhabitants.
3. Find maximum amount of data about Blatenské listy and theirs compare with social development.
4. Questionnaire survey

### B. Final evaluation of obtained data