

Abstract

The main aim of my diploma thesis is to determine the position of newspaper called Pražský denník in context to other Czech newspapers of the second half of the sixties of the 19th century. That time was the period which represented the essential changes in development of the modern society and politics in Czech lands. Simultaneously, it is the period when the political journalism started to form. The activity of Pražský denník has not been studied in any research yet. This periodical is considered to be biased and insolvent because it is usually included into official pro-government newspapers. Such evaluation of this newspaper is done without any deeper content analysis. The interpretation of the Czech journalism, which is mainly focused on the effect of opposite newspaper (e.g. Národní listy) and had the main effect on the Czech national movement, does not pay attention to Pražský denník at all. Considering the fact that Pražský denník was published in cargo of 20 000 pieces we should not omit evaluating of this newspaper according to its effect on reader of that time. In my diploma thesis, I would like to focus on the content analysis of Pražský denník and to analyze the thematic composition and territorial focus of individual articles. My interest is also concentrated on the measure and devices used in influencing of a reader. For complex conclusion my aim will also be to compare the work with the reader of Pražský denník and Národní listy.