

Abstract

The bachelor thesis deals with ethics in public relations with specific aim to describe unethical practises used in the Czech Republic between the years 2005 and 2010. The paper starts with an overview of a history of public relations. Author also focuses on the problematic of ethics in PR, work of various academics and interest groups are mentioned. Specific focus lies on the problematic of code of conducts and its criticism mainly based on the idea that ethical behaviour is not possible to enforce. The paper describes code of conducts of main PR world associations (PRSA, IPRA, ICCO) and of the PR agency Edelman PR. Czech laws and associations are also mentioned with a focus on the way the code of conduct of the Czech association APRA is (not) enforced. The main part of the thesis consists of description of unethical practises as mentioned in the media – fake blogs by an agency Bison&Rose to promote „Czech Paypal“ in 2007, several cases of financial and material stimulus to attract journalist to press conferences and a misleading information about trains of Siemens. It is followed by 5 interviews with leading Czech PR practitioners, a media expert and a journalist. Summary of the interviews points out, among others, that it is not rare, that Czech PR practitioners come back to work on the media side again. When asking about examples of unethical practices, most practitioners were willing to answer only off-record. The paper is therefore closed by a proposal on further research by using different methods as for example anonymous questionnaire for PR practitioners and journalist.