

ČERNÁ, Michaela. *Tištěné obecní zpravodaje v okrese Praha-východ*. Praha, 2012. 221 s.: Diplomová práce (Mgr.) Univerzita Karlova, Fakulta sociálních věd, Institut komunikačních studií a žurnalistiky. Katedra mediálních studií. Vedoucí diplomové práce Doc. PhDr. Barbara Köpplová, CSc.

## **ABSTRACT**

Municipal bulletins are specific type of local media, which are not described enough in the Czech Republic. Theses Printed Municipal Bulletins in Prague-East District (Theses) should extend the work, which is necessary for an objective understanding of the functioning of this part of media landscape. The content of Theses is the description of municipal bulletins in the selected region. In the first part, Theses summarizes the theoretical knowledge about municipal bulletins. It presents the basic terminology, legal aspects of municipal bulletins, functions of local media including municipal bulletins and ethical aspects of their publishing. Furthermore, Theses briefly defines researched region and describes methodology, which is used in the practical part of Theses. The practical part of Theses examines municipal bulletins in the Prague-East district. It brings together the list of them and analyzes some of them in detail. On this selected sample of municipal bulletins of Prague-East district Theses elaborates how are the municipal bulletins in this area issued, how does seem their editorial background, their structure etc. The conclusion summarizes the specifics of municipal bulletins in Prague-East district and compares the observed data with theoretical knowledge.