

Abstract

The main theme of this thesis is the non-banking- loans- companies and its medial portrait. The thesis formulates the basic hypotheses related to social status and reputation of non-banking companies. As the research method there was chosen the quantitative content analysis. The research sample consists of the daily papers *Hospodářské noviny*, *MF DNES* and some selected economic and political magazines. The research period was divided in two parts: March – June 2010 and September – December 2010. The thesis contents two analysis: the first one contents the results of surveys of the company called *Provident Financial*. The second one is an analysis of advertising in the daily papers *MF DNES* and *Hospodářské noviny*. The results of the analysis of advertising didn't confirm one of the main hypotheses assuming that the non-banking -loans- companies have any impact on the content of investigated media. And vice versa, other hypotheses were confirmed by results of the quantitative content analysis. The result of the analysis is that the non-banking-loans-companies are presented as companies working within the standards of law and which are entitled to a place in the financial market.