

## **Abstract**

This bachelor thesis will be focused on the process of transformation in Czechoslovakia at the beginning of the 90's of the 20th century. Specifically the author will research the process of transformation of regional daily press. The press (as well as another mass media) changed fundamentally in consequence of the change of political system in the late nineties. While during the most of the second half of the 20th century the regional press had been the institutions owned and controlled from the state, during the nineties passed to private property. This transformation will be described on the example of Southbohemian daily press – „Jihočeská pravda“. At first the author dedicates to the form and characteristic of the newspaper before the year 1989 (more precisely between 1985-1989), including the brief view on the newspaper at the age of censorship and the supervision of their publisher – The Communist Party of Czechoslovakia. Then, this work describes the way of imaging of „the Velvet Revolution“ in the newspaper and the first steps of the change of the publisher (November-December 1989). Finally the work reconstructs the way of daily press to private property, including the phenomenon of foreign owners of Czechoslovakian regional press. The bachelor thesis ends in 1993 when the process of transformation is partially completed – these days the name of the newspaper was „Českobudějovické listy“.