

Abstract

The diploma thesis *Impact of Media Partnership on the Content of Film Reviews* explores the relation between the content of film reviews in Czech press and media partnership. The first part, which is based on researches, briefly describes the development of the cultural journalism oriented on the cinematography in the Czech setting and analyses the issues theoretically. Then the diploma thesis examines the approach of Czech professional journalists and considers the limits of personal subjectivity of respective journalists and the ethics of Czech press. In the second part, which focuses on the analysis, the author chose two national journals and two national weekly magazines and analyzed the reviews of films, which were in media partnership with the journals or weekly magazines. She compared the attitude of media partners with others journals – either press or electronic. The analysis covers the period from 2007 to 2010 and allows not only comparison between the journalists or the media, but also between the selected years.