

Abstract

This diploma thesis focuses on conception of values in Czech dailies after 1989. Its main goal is to picture some trends and changes in the area of values in the last twenty years. Theoretical part of the paper describes different approaches to the research of values and related concepts. Due to the extent of topic, theories and reseaches of several scientific disciplines are used. Social constructivism represents the second pillar of theoretical background because of its exploration of the influence of media on society.

The original research consists in the quantitative content analysis. Based on selected value theory, list of values is used as keywords for content analysis method. Results show some trends among observed periods in the last twenty years.