

Abstract

The submitted Master's thesis conducts a survey of activities of selected German publishing groups on the Czech public press market. The thesis focuses on activities of the companies: Rheinisch-Bergische Druckerei- und Verlagsgesellschaft, the former owner of the company MAFRA which publishes the daily newspaper Mladá fronta DNES, Verlagsgruppe Passau, the owner of the company VLTAVA-LABE-PRESS which publishes the regional Deník and also the company Verlagsgruppe Handelsblatt which has a share in the company Economia which publishes the newspaper Hospodářské noviny. The topic of this thesis is their arrival to the Czech press market, implementation of new press standards, and changes in structure and functioning of selected newspapers and especially new trends in development of Czech newspapers in 1990s and at the beginning of the 21st century. Apart from examination of origins of the success of German publishing groups on the Czech press market and characteristics of the given period of time, the thesis presents information arising from interviews with executives of selected German publishing groups. The interviews were conducted while using methods of oral history and qualitative research. The main topics of the interviews were: reasons why the companies decided to enter the Czech press market, why they bought the Czech publishing houses, Czech press market's particularities, implementation of new standards, development trends of Czech press and evaluation of the groups' success on the Czech market.