

## Abstract

This thesis analyzes the influence of tycoons on media they own. The theoretical phase explains the normative media theory as well as basic journalistic concepts used in this thesis such as conflict of interest and the legislation that deals with it. But this part of thesis mainly contains of two profiles of media moguls, which are also in top level politics – Andrej Babiš and Silvio Berlusconi.

The analysis contains of two comparative case studies to prove, that the influence is being practiced in two aspects: 1) writing less about topics, that would politically harm the owner 2) owner is attacking political opponent by his media.