

Abstract

My diploma thesis deals with respecting the journalism ethics by two most read general-interest newspapers in the Czech Republic - Mlada fronta DNES and Hospodarske noviny, when using complex communicate including a news photo. My research sample contained just breaking news (home and world) published nationwide in March, 2014. A relationship between meanings of particular parts in complex communicates (the headline, the caption, the photo and the article) and has been my variable that I was searching for within the sample. As all the parts work together in building one sense, which should represent a reality, I suppose, that meanings of these parts should show a relationship of harmony and substitution within one complex communicate. I used semiotic analysis to analyse meanings within a communicate, both denotation and connotation level. I applied my knowledge of social and visual semiotics, semantics and pragmatics to explain the meanings of individual signs. At the end of my research I compared results of my analysis to outcomes of Magda Polmanova's research - a former Charles University student that dealt with almost the same topic as me in her bachelor thesis, analysing the same dailies however from 2011.

The findings of: How many times have these dailies published complex communicates that weren't coherent inside?, How did the results differ among Hospodarske noviny and Mlada fronta DNES?, How did their number change compared to results from 2011?, What kind of relationships did particular parts between each other show within those defective communicates?, What journalism standards have been broken? and What impact do they have on Czech society in the perspective of media studies?; are the results of my research.

I included a theoretical background relating to photojournalism, visual and verbal signs interpretation and media ethics in my thesis as well.