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Name of the thesis: Czech Journalists' Perceptions of Public Relations Practitioners as an Information Source

Abstract

The relationship between journalists and PR practitioners is a complicated one as it is based on a paradox. On the one hand journalists perceive PR practitioners negatively, but on the other hand they use PR industry outlets as a source of information quite regularly. The aim of the thesis was to examine the journalists' opinion about PR practitioners as one of their sources of information and to outline to what extent are the PR practitioners credible for journalists and how often journalists use PR practitioners together with press releases and conferences as a source of information. The first theoretical part of the thesis describes public relation as a complex discipline, including its main tools, types of jobs and the role of PR within other sources of information that journalists use to gather information. Furthermore, the theoretical part outlines several basic differences between print and online media in terms of work with information sources including PR. Last but not least, the theoretical part describes the relationship between journalists and PR practitioners according to international professional literature. The practical part of the thesis is based on my own research and combines survey methods and complementary semi-structured interviews with journalists from Czech online and print media. The aim of the research was to examine the above-mentioned topic in the Czech media environment. Besides the explanation of the results of the research the practical part includes a methodological basis and discusses certain factors that might affect the value of the research findings.