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**Název práce:** PR profesionál jako významný zdroj informací pro žurnalistiku

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## **Abstract**

The thesis deals with relationships between public relations professionals and journalists, especially from the PR point of view. It evaluates how important source of information public relations might be for journalists in respect to ethical principles of work with media sphere and to critical perception of information, which is essential for both journalists and PR professionals in the times of nearly unlimited information sources. The thesis maps current PR environment by means of theoretical knowledge and both qualitative and quantitative research based on answers of real PR workers who focus mainly on media relations. The thesis concentrates on ethic codes in both public relations and media, compares them and subsequently analyzes how observed they truly are. On the basis of answers of the representative sample of respondents, the thesis offers a view of PR professionals on working in media relations and reveals imperfections of media relations, so it could offer proper recommendation which PR agencies and press departments might use to improve their work. The thesis marginally dedicates to education of PR professionals as a base for gaining piece of knowledge about ethics and subsequent observance of certain ethical standard. It also mentions gender equality or inequality in the field of public relations.