

## **Abstract**

The diploma thesis *The development of advertising in the daily newspaper Mladá fronta DNES between the years 2012–2016* analyzes the development and possible changes of advertising in the Czech daily broadsheet Mladá fronta DNES of the publishing house Mafra, a.s. between the years 2012–2016. In particular, this thesis aims to describe the trends in the concentration of advertisements, the ratio of original content and advertising, the interconnection of advertising with the graphic or thematic side of the editorial content of the journal, or the development of advertising formats and topics. These findings are attained by quantitative content analysis, namely so-called *emergent* coding.

In the addressed theoretical Framework, the aspects of the economic functioning of the media are addressed as well as the theory of advertising, the phenomenon of advertising in the press or its legislative anchoring. The author also devotes several pages to the phenomenon of media commercialization, as well as its appearance in the Czech media environment. Part of the work is also devoted to the presentation of the daily broadsheet Mladá fronta DNES, its history and its current position on the Czech media market. In the second half of the thesis the methodology of research is presented, as well as both its design and evaluation.

The coding book and coding arch are attached to this thesis on a compact disc.