

10. A B S T R A C T

The diploma thesis called “Press maps of the Czech periodicals” deals with press maps of the Czech periodicals. The main point of the thesis is to make an analysis of the map creation and the map presentation in all Czech periodicals. Newspaper dailies and also internet servers of dailies are monitored.

The first part of the thesis is devoted to the main points. Dates, methods, the workflow and the literature about evaluating maps are also described.

The next part of the thesis brings names of the selected dailies, two main evaluated types of maps (“maps of weather forecast” and “other maps”) and monitored characteristics used for evaluating maps. Both maps in dailies and maps in internet servers are monitored. One chapter is dedicated to the description of the map creation and the map production in editor's offices as well as differences among them.

The thesis gives a list of the most important positives and negative of press maps in all Czech national dailies. It summarizes differences in the map creation and the map presentation in dailies and their internet servers. The thesis projects also suggestions of changes in the map creation in editor's offices.

Information in the thesis has a lot of application. It is important to provide correct information for the public, so information can be used, for example, by editors who create or edit maps in the Czech national dailies. Information can be also served to news agencies, who provide maps for editor's offices.