

Abstract

Diploma thesis Media ethics with subtitle The media presentation of selected news across the Czech media consists of two main parts - theoretical and practical. Both of them deal with the issues of media communication, presentation and media ethics. The theoretical part defines the terms and individual relations between them, describes the historical and technological development of the media. It also shows ethical problems of nowadays society. Last but not least, the theoretical part summarizes the methodological approach of the practical part. The aim of the practical part is to analyze the selected report and its presentation in various types of media. The author focuses mainly on media ownership, media type, message processing, etc. The result of the analysis should be a clear outline that would provide the readers of this diploma thesis with all background material to objectively evaluate the presentation of the selected news from the point of view of media ethics.