

Abstract

The bachelor's thesis deals with one of the areas of public relations - media relations. First it characterizes media relations as a field, then it describes individual media relations tools, and in selected ones it also explores their ethical side. It also assesses the relationship between PR workers and journalists and how important they are to each other's work. It then represents the codes of ethics that regulate media relations and their practices. The practical part uses both quantitative and qualitative research. First, PR professionals are subjected to a quantitative online questionnaire. Afterwards, interest turns to active lifestyle media journalists who gave an interview on the topic of media relations ethics. Through these two methods, the author attempts to find out how media relations work in practice, how professionals view problematic aspects of media relations, and what personal experience they have with selected media relations tools.