

This thesis is dedicated to the Czech News Agency (CTK) and its internal regulation. The regulation is an example of applied ethics in media and of self-regulation of this area. CTK was established in 1918 and its role has changed through the coming years, but first codified internal regulation came in 1990's. This thesis describes structure of the regulation, analyses its development and is searching for the relationship between the changes of regulation and the external environment of the agency. The set of regulations is also compared with relevant codes other media and news agencies.

The result of the thesis is that CTK's regulation basically complies with general requirements placed on journalistic work and also comply with codes compared. Lower level of standards have changed through the years, but mainly due to technical development and widely spreading internet. The influence of concrete mistakes in the produced news is only marginal.