

## Abstract

The thesis „Information or Manipulation? Czech Media and the Catholic Church.“ characterizes ethical principles of media news, which include truthfulness, impartiality, transparency and verification of information and their relevance to society and respect for human beings. It monitors how media ethics is specified in church documents and professional code of ethics of journalists. Ethical values then compares with news values contains topicality, cultural and geographical proximity and negativity. The work also deals with issues of media manipulation and its methods, including placing of lies and half-truths, myths and stereotypes, abuse, manipulation with the authority and objectivity. Retrieval method was then engaged in the Czech media reporting about the Catholic Church. It refers to issues that raises the news of Česká televize, and which in turn fails. Analysis of the media handling of specific events – the World youth day in Madrid, visiting Pope Benedict XVI in Germany and pilgrimages to St. Wenceslaus in Stara Boleslav – assess the content in terms of the previously stated ethical criteria. The work concludes that the Czech media news about the Catholic Church borders between manipulation and unprofessionality, it prefers the criteria of negativity, conflict, creating an artificial objectivity and presents an incomplete picture of the church.