

The diploma thesis „ The transformation of the press releases into the media texts“ deals with criteria according to what journalists make decisions, what press release should be included into the news and what should not. Since the present media studies perceive gatekeeping as a broader process of information control involving all aspects of message encoding, therefore not just a selection but also a compilation, a transmission, a formation and the timing of information transmission from a supplier to a recipient, the diploma thesis also pursues the transformation process of a press release into a media text itself.

The diploma thesis is divided into a theoretical and a practical part. The theoretical part includes the gatekeeping process analysis, the pseudoevent problems analysis and news production routinization analysis. This chapter summarizes the knowledge to the topic from scholarly literature.

The second and the principal part of the diploma thesis is the practical and application part. This part argues a personal and a creative approach to a chosen problem solution. The premeditated defined hypothesis are being disproved or approved on the basis of a practical research.

The background material for this diploma thesis are the press releases of three private companies (G-PROJECT, s.r.o., The Hlubocko – Lišovsko Local Action Group, o.p.s. and Ekologos, o.p.s.). Another background materials are medial titles the Mladá fronta DNES daily paper, the Deník jižní Čechy daily paper, the Právo daily paper and the Jihočeský kurýr weekly paper.