

## **Abstract**

The theme of this bachelor's thesis is publishing ethics in the Czech republic. This issue has not been thoroughly worked out. In historical context, the attention was focused more likely on unauthorised reprints and copyrights infringement and - in Czechoslovakia between the world wars – on the publisher mission in the society.

As has emerged from the interviews with publishers, everyone is guided by his own ethical code. We can distinguish publisher's personal/professional responsibility (technical quality), social responsibility (content of the book, acting on reader and society, relationship with internal and external employees and transcendental responsibility (relationship to God).

Nowadays, there is no unified publisher ethical code in the Czech republic. There are many situations in the practice which are perceived by some people as unethical, while other take them as part of their business. The target of this thesis is description of publishers' ethics through qualitative analysis of information drawn from the interviews with publishers (N=11) and their colleagues (N=17). In this thesis, there is outlined the wide spectrum of opinion on different ethical dilemmas represented by Christian and other publishers. They believe the publishing ethics gets better, they lay stress on creativity and joy of work more than on profit while being aware of their responsibility for influencing the reader. I consider the responsibility for long-term (generational) effect of books on the society being a specific theme of ethics in publishing practice.