

## **Abstract**

This master's diploma thesis examines journalism students' attitudes towards the journalism profession and their perceptions of the field of journalism. The thesis develops its main theme on several levels. Important perspective represents students' thinking about the ethical aspects of journalism, as well as their motivation – not only to study the field of journalism but also to pursue it in practice in the sense of employment or career. This thesis explores these themes via qualitative analysis of semi-structured interviews and focus group discussions with undergraduate journalism students from three Czech universities. Specifically, students from Charles University in Prague, Masaryk University in Brno, and Palacký University in Olomouc. The work includes not only the perspectives of students who have encountered the field in academic terms but also those, who have direct experience with it in practice, i.e. from the newsrooms of various Czech media. Research began to focus on the perspectives of journalism students in the late 20th century. Since then, there has been a lot of research on this topic all over the world. But this approach has not yet been reflected a greater extent in professional academic works in the Czech Republic. Therefore, it is important to raise these questions. Journalism students represent not only those who are about to enter the journalism field professionally, but they also have a deeper and often more critical mindset than journalism professionals. Their perspective thus brings to journalism a necessary reflection that is very important for its development and proper functioning of journalism in contemporary society.