

Abstract

This bachelor thesis tries to anchor the term activist journalism on the basis of how Czech journalists perceive it. The thesis focuses on the historical development of objectivity, as well as the currents of journalism that deviate from it, global definitions of activism and advocacy, and these same definitions associated with branches of journalism. Objectivity and its relevance in 21st century journalism is included in the theoretical part of the thesis, along with a polemic. The practical part is devoted to qualitative semi-structured in-depth interviews with six Czech journalists and their understanding of objectivity, activism in journalism and other topics discussed in the theoretical part of the thesis. On their basis, the boundaries of Czech journalists' understanding of activist journalism are suggested as advocacy of correct opinion, absence of criticism (of a given topic) and concealment of reality are defined. At the same time, it was discovered that there is a split between what Czech journalists understand as activist journalism and its academic definition.

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