

This thesis summarizes key theoretical insights into the ethics of public relations as well as media ethics codes, which it then applies to the analysis of these ethical codes and subsequent research interviews with public relations practitioners. The practical part of the thesis is devoted to qualitative content analysis of codes of ethics of selected Czech media and research interviews with PR specialists. The analysis revealed key themes and also the fact that the rules concerning media relations are more detailed and more frequently mentioned in the codes of public media than in the private ones. The main topics in these codes are restrictions on accepting gifts, press trips, and checking or authorizing material before publication. The results of the interviews showed that active knowledge codes of ethics of media among PR workers is limited, and most are guided in their work more by personal moral standards. Although practitioners try to respect ethical rules, they face challenges such as pressure from clients to control media outputs or the possibility of using advertising to influence media content. The paper finds that the influence of ethical codes on PR practitioners depends primarily on journalists' knowledge of and compliance with them.