

Abstract

The bachelor's thesis "Privatization of Rudé právo" analyses selected documents that were crucial for the transition of the newspaper from the ownership of the Communist Party of Czechoslovakia (KSČ) into the hands of a private owner. The media house Borgis a.s., under the leadership of its director and editor-in-chief Zdeněk Porybný, was at the end of the ownership development of the newspaper in the period covered by this thesis. Although the legitimacy of the mechanisms used to carry out the privatisation of the daily Rudé právo was questioned, the management of the editorial office ended up without sanctions. The thesis discusses precisely whether the actions of the editorial staff during the privatisation of the newspaper were justified. Among other things, it maps this privatization process, demonstrating a model of the mechanism of the transformation of the national media after the fall of the communist regime in Czechoslovakia in 1989. It also examines the specifics of media privatization in the 1990s, which occurred earlier in the century. The text also examines the historical development of Rudé právo from its beginnings in the 1920s to the revolutionary year of 1989. It also describes the legislative and economic changes related to the political transformation in the country, which affected not only the media but also other aspects of Czechoslovak society.