

Diploma thesis „Journalist and His Work Environment (Case Study of Czech Publishing House Mafra)“ deals with the topic how journalists are influenced by their work environment and how is cooperation and rivalry among journalists at publishing house Mafra. I also deal with the topic of media convergence because Mafra was the first publishing house in the Czech Republic which started trend of integrated newsrooms. Research is based on interviews with 19 journalists from all kinds of media which Mafra owns (dailies MF DNES, Lidové noviny, Metro; website iDNES.cz; radio Expresradio and Classic FM; television Óčko).

Journalist almost do not realize their work environment. They have very weak relation to their employer; they often think only about their pages and own colleagues. Other employees of Mafra are more or less indifferent to them. Journalists consider change of layout or length of their pages as the most important changes which happened in the newsroom.

Journalists almost do not cooperate with each other. They think about cooperation only on promotion basis, not on the journalist one. Only exception is daily cooperation between print MF DNES and website iDNES.cz. Rivalry in Mafra is between print dailies MF DNES and Lidové noviny; in newsrooms between magazine's and news' pages and authors and editors of the articles. Journalists realize increasing impact of internet on their work. Journalists need to face new demands because of internet – especially speed of their writing and increasing competition.