

Bachelor thesis “Press releases as a tool in the Public relations field and its effectiveness in the Czech newspapers Hospodarske noviny, MF Dnes and Pravo” is about the most used tool in the Public relations field which are press releases. The aim of my thesis is in the theoretical part to define Public relations and to analyze of what concepts the field is composed of. I mainly focus on the development of public opinion. Furthermore, I outline the history of public relations, why and how it arose in the course of history, including the importance of Public relations in today’s world. In the second theoretical part I analyze the press relations, because Public relations is based on the principle that public can be influenced particularly by mass media. I describe techniques of Public relations with special respect on press releases. The last theoretical part discusses very briefly about media theories and analyzes the media activities that has affect on numerous internal and external factors determining the final form of communication. In the case study – qualitative analysis – I have tried to analyze randomly selected press releases in a limited four-month period which were subsequently reprinted in daily newspapers Hospodarske noviny, MF Dnes and Pravo. More precisely, I follow the following five factors: 1.) where the media press release appeared – limited to Hospodarske noviny, MF Dnes and Pravo; 2.) compare headline of the article in the newspaper with the original press release title; 3.) time between issuing the press release and publishment in the newspaper; 4) press release theme; 5.) what sources newspaper mentioned by these articles.