

Abstract

Dissertation „*Complex evaluation of a company media reputation and its development.*” focuses on topics of media reputation, media analysis and evaluation of communication activities. Against the existing theoretical background, its aim is to create, and verify the validity of, a new model for evaluation of media reputation of a firm. In line with the available academic works on the subject, the theoretical part of the dissertation defines the main concepts (reputation, media reputation, media content analysis), summarizes the main approaches to measuring the media reputation of organizations and describes their key advantages and disadvantages. The practical part contains a synthesis of the findings and proposes an integrated evaluation model, which reflects both the qualitative and quantitative criteria. Subsequently, the validity of the evaluation model and the applied individual approaches is verified through its application to the media performance of a particular enterprise, investment company Penta Investments in 2014. The application of the model to a specific case confirms that the proposed model is capable of measuring media reputation of a firm over a period of time and indicating deviations affecting the outcome, as well as evaluating the overall performance of communication targets of a firm.