

# THE IMAGE OF SOCIAL ENTERPRISES IN CZECH ONLINE MEDIA (2013 – 2018)

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## ABSTRACT:

The article deals with the online versions of eight Czech news media (*novinky.cz*, *iHNed.cz*, *iDnes.cz*, *lidovky.cz*, *e15.cz*, *echo24.cz*, *seznamzpravy.cz* and *aktualne.cz*) and asks whether they publish articles about the phenomenon of social enterprises, how often and what information they offer to their readers in these articles. Media are expected to educate society and therefore it is essential to analyse whether their contributions about social enterprises are educational and accurate or rather incorrect or even false. Considering the important role of media in contemporary society, we focused on analysing the media image of social entrepreneurship in Czechia, where the issue of social business is not yet well understood by society. The main goal of the study is to analyse articles with topics of social enterprises and social business published on selected Czech online media and find what kinds of information are provided. A quantitative content analysis of the last six years was used for the research. Results include information about the frequency of publishing, the meaning of the articles, used journalism genres, the role of an advertisement or the role of photos accompanying the written content and so on.

## KEY WORDS:

Czech society, news websites, online media, social business, social enterprises

## Introduction

The topic of our research is the image of social enterprises (further SEs) in Czech online media between the years 2013 – 2018. The problem we wanted to address is how the online media refer to the existence, legislative determination, activities, or social impact on the environs made by SEs. On a deeper level we were interested in the character of reporting about such topics and also in its dominant impression – positive, negative or neutral.

The given research problem is partly driven by the motivation to make things clear about SEs and their media image in the Czech online environment. Awareness about SEs in Czechia is still on quite a low level; the term is often mistaken with NGOs or sheltered workshops or it makes impression of any social project subsidised by the government or the EU for all the time of its existence. These labels often give the impression of SEs as negative, although they can contribute to the social welfare significantly with, for example, enabling job opportunities for disadvantaged people, those with criminal history, people living on the street or mothers and fathers searching for jobs after parental leave.

In fact, SEs are firms like any others; they need to generate profit, to succeed in competition or to pay employees, who often come from marginalised societal groups – they may be physically, mentally, socially or otherwise disadvantaged, for various reasons. Thus the main goal here is to analyse articles on social enterprises and social business published in selected Czech online media and find out what types of information are provided and how often. The ambition is to conduct research on how the selected Czech online media fulfil their role to serve society by giving it a complete, objective and balanced view of the complex reality through news coming on time and frequently enough. The following case study is limited to a period of five years and conducted by two researchers. The aim of the outcomes is to generalise some features and prepare the ground for the further study of the phenomenon.

## The Role of Media in Referring to Social Enterprises

Czech social enterprises (SEs) have the character of integrating enterprises, so-called Work Integration Social Enterprises (WISE). SEs are an alternative to state social welfare – where the state fails, integrating social enterprises take its place. They are creating new positions on the job market for physically or mentally disabled, recently released prisoners who have completed their sentences, homeless people, and mothers after longer maternity leave or for young people who have left foster homes.<sup>1</sup>

Social enterprises are built upon three main pillars – economic, ecologic and social. They deal with current topics, which are sometimes popularised, such as ecology. As a result of these three main topic areas, SEs are often mistaken by the general public for CSR activities (activities related to Corporate Social Responsibility) or for non-profit organisations, which have a negative connotation in the Czech Republic.<sup>2</sup>

From the economic point of view, it is necessary to know that the main goal of SEs is to generate profit to expand, refinance and simply to stay on the market. Some authors (e.g. Říhová) are discussing the meaning of SEs for increasing the competitiveness of the state – for example, in the form of savings on social benefits for unemployed and self-employed people, contributing to the state budget and thus to higher GDP.<sup>3</sup> These goals and tasks are setting clear priorities for social enterprises, such as solidarity, social cohesion, environmental protection and sustainability, ethical business principles. SEs are also of great importance for regional development.<sup>4</sup>

The role of media in the public space can be, from a media-centric point of view on the one hand, described by the term “technological determinism”.<sup>5</sup> That means media are dependent on their technological opportunities, which influence the mediated content and its meaning. On the other hand, a socio-centric point of view claims that the role of media can be interpreted by the pronouncement that the existence of media is the ‘reflection’ or ‘image’<sup>6</sup> of society with its progress, values or culture; thus the media ‘construct’ the social reality of the recipients.

The second approach towards study of media in contemporary society constitutes the research paradigm of this study. It denotes that media have a strong ability to confirm the values of society (and so help to stabilise it) and, on the contrary, they can play a destructive role against those values or, finally, create and promote completely new values. Concerning the issue of SEs, it means that media, through their services, are able to set their own agenda<sup>7</sup> and cultivate it, or to confuse and destroy the potential importance of certain phenomena

1 ČESKÉ SOCIÁLNÍ PODNIKÁNÍ: *Sociální podnikání: Principy a definice*. [online]. [2019-07-06]. Available at: <<https://ceske-socialni-podnikani.cz/socialni-podnikani/principy-a-definice>>.

2 KOUDELKOVÁ, P.: *Základy marketingu a marketingové komunikace v sociálním podnikání*. Prague: Ekopress, 2019, p. 19.

3 KOUDELKOVÁ, P.: *Základy marketingu a marketingové komunikace v sociálním podnikání*. Prague: Ekopress, 2019, p. 15.

4 MALÁ, L.: *Tessea hájí zájmy sociálních podniků*. Released on 1<sup>st</sup> August 2017. [online]. [2019-07-12]. Available at: <<http://www.ceske-socialni-podnikani.cz/socialni-podnikani/clanky/2802-tessea-haji-zajmy-socialnich-podniku>>.

5 ČERNOUŠEK, M.: *Determinismus technologický*. In REIFOVÁ, I. (ed.) et al.: *Slovník mediální komunikace*. Prague: Portál, 2004, p. 43-44.

6 McQUAIL, D.: *Úvod do teorie masové komunikace*. Prague: Portál, 2009, p. 307.

7 See: McCOMBS, M. E., SHAW, D. L.: *The Agenda-setting Function of Mass Media*. In *Public Opinion Quarterly*, 1972, Vol. 36, No. 2, p. 176-187.

in society (e.g. by labelling,<sup>8</sup> defamation, incompleteness of given information, or spreading fake news and disinformation).<sup>9</sup> Therefore, we find the research concerning the media image of SEs in Czechia, where their legislative rooting is not finished yet, important and at the same time we are aware of the necessity of further investigation of the topic.

## Methodology

The research problem is here how the Czech online news informs about the existence and function of social enterprises. Therefore we used a combination of quantitative analysis<sup>10</sup> and qualitative semiotic analysis.<sup>11</sup> The given methodology indicates that the content of our inquiry is partly positivist or neo-positivist (focused on the exact data, as it emerges from quantitative analysis) and partly constructivist or interpretative (which represents the normative state of the area, as it emerges from the interviews and the qualitative part of analysis).<sup>12</sup> For the qualitative inquiry, the element of interactivity between the individuals and the reality in which they live was essential.<sup>13</sup> Hence the ‘micro-perspective’ was demonstrated through semiotic analysis of a smaller number of selected media contents.

To return to the major part of the inquiry, an inseparable part of the quantitative content analysis of media was the coding – “*uncovering of data towards its interpretation, conceptualisation and new integration*”.<sup>14</sup> We used nine levels of categories when questioning the media content:

1. the theme of social enterprises (SEs) is the main or side theme in the text;
2. the journalistic genre is interview/news/commentary/commercial information/report or story;
3. the content brings full and deep explanation or just notice of the theme in question;
4. the content appears in any of the sections – domestic news/regional news/career/blog or other;
5. it is a text written by a journalist, press agency or it is an advertisement;
6. journalistic/illustrative photos are either included or not included;
7. the media image of SEs is positive, neutral or negative;
8. the information is correct or false;
9. what is the length of the content (number of characters with spaces).

We found all the articles by using the key word “social enterprise”. According to the determination of those codes through ‘macro-perspective’ empiric observation, and their interpretation afterwards, we were able to verify and falsify our hypotheses and find answers to our questions. In our research two main hypotheses were stated and further examined:

**H1:** Left-oriented media (*Novinky.cz*) published the highest amount of articles on the subject of social enterprise/social entrepreneurship in the monitored time period.

**H2:** The explanation of the “social enterprises” issue is mentioned in at least 80 % of all articles from the category of journalistic genres ‘stories’.

The following research questions were stated with the intention to gather data for their potential interpretation. General research questions correspond with the chosen aims of the research and stayed (with awareness of the difference between the press and the online media according to technological determinism)

8 HAVLÍK, R.: *Úvod do sociologie*. Prague: Karolinum, 2015, p. 112.

9 GREGOR, M., VEJVODOVÁ, P.: *Fake News – Nejlepší kniha o dezinformacích a manipulacích!!!* Brno: CPress, 2018, p. 54.

10 BERELSON, B.: *Content Analysis in Communication Research*. New York: Hafner, 1971, p. 56.

11 CHANDLER, D.: *Semiotics: The Basics*. London: Routledge, 2007, p. 24.

12 OCHRANA, F.: *Methodology of Science: An Introduction*. Prague: Karolinum Press, 2012, p. 17.

13 SEDLÁKOVÁ, R.: *Výzkum médií: Nejužívanější metody a techniky*. Prague: Grada Publishing, 2014, p. 48.

14 FAJKUS, B.: *Filosofie a metodologie vědy: Vývoj, současnost a perspektivy*. Prague: Academia, 2005, p. 246.

in almost the same formulations as the research questions from our previous article on a similar topic:<sup>15</sup>

**RQ1:** Do the chosen media inform about the issue of social enterprises (SEs)?

*RQ1.1:* How often do they inform about SEs?

**RQ2:** Are SEs the main or secondary topic of an article?

**RQ3:** Do the media describe the importance of SEs in society?

**RQ4:** Do the media inform about SEs in the right context (e.g. is a SE mistaken with a non-profit organisation, etc.?)

**RQ5:** What journalistic genre is preferred in relation to SEs?

As for the semiotic part of the analysis, the content was closely examined and some interesting quotations were chosen, which enabled us to understand the position of SEs in Czech online media.

## Description of the Data Sources and New Findings

For the purposes of the research we chose eight Czech online news websites: *novinky.cz*, *iHNed.cz*, *iDnes.cz*, *lidovky.cz*, *e15.cz*, *echo24.cz*, *seznamzpravy.cz* and *aktualne.cz*. The news website *Aktuálně.cz*<sup>16</sup> is a member of the large publishing house *Economia* owned by entrepreneur Zdeněk Bakala, which issues the daily *Hospodářské noviny*, weeklies *Respekt* and *Ekonom*, the online portal *iHNed*, and also collaborates with the online television *DVTV*. Its newscast's scope is universal – from the economic, business and political branches, through culture and art, to entertainment and lifestyle. Overall *Economia* has five million digital users and 340,000 print readers.<sup>17</sup> *Aktuálně* was first issued in 2005 and currently is led by Editor-In-Chief Josef Pazderka.

Altogether we can find 10 articles related to SEs in these media; it is a main topic in four cases. They are equally spread over the period of six years; only in 2014 we found no articles. The journalistic genres are varied: interview (2), news (4), report (2), commentary (1) and story (1);<sup>18</sup> all of these genres are, generally speaking, very attractive for readers. Only once from those ten articles, the author brings a brief explanation about what does the term “social enterprise” mean – that it is important for SEs to be supported by the state or the EU at the beginning, that it is not identical to a charity, because a SE has to be as successful as any other commercial enterprise and to stack up to the competition, or that it should invest part of its income into creating jobs for people with disabilities or into the further development of SEs in the country.<sup>19</sup> The majority of the texts were published in the section of domestic news (8), one in “Career” and one in “Other”. Almost all of the articles were written by a journalist (9); once we can see the authorship of a press agency. The texts are accompanied mainly by illustrative photos (6), or by photos authentic photos (4). The image of

SEs expressed by *Aktuálně* is largely neutral (6), but in certain cases positive (2) or negative (2). The negative connotations were identified in case of the SEs discussed in connection with president Miloš Zeman's visit and alleged refusal of being served by disadvantaged people working for the given SE.<sup>20</sup> All ten articles bring correct references to SEs (without any false information).

The website *Novinky*<sup>21</sup> is an online version of the popular print daily *Právo*, which tradition dates back to the communist newspaper *Rudé právo*; hence it is rather left-centred. Since 2003, the most visited portal among Czech news websites in question has focused on politics, law, economy, but also on culture and sport. Its Editor-In-Chief is Vladimír Dušánek. There is a much larger amount of articles dedicated to SEs. Altogether we can find 51 articles, eleven in 2013, eleven in 2014, thirteen in 2015, six in 2015, four in 2016 and six in 2018. Predominantly (in 36 cases) the SEs are not the main topic of the articles. The used genres are mainly news (28), commercial information (15), report (5), story (2) or interview (1). The amount of commercial information is considerable, and this has also a clear reason: the portal *Novinky* enables its readers to write into a readers section “Vaše zprávy”, where local news, but also hidden advertisements may be published; in relation to a specific region. 37 articles from the total amount are of this character, with unbalanced quality of content, professionalism of work with data and its interpretation. It naturally brings an impact on referring to SEs, which is more often confusing and sometimes even false. For example, one article mentions that SE means “to employ people with handicaps, people caring about a relative, or discriminated foreigners”,<sup>22</sup> elsewhere is stated that “SE means to employ prevalently people with health limitation”,<sup>23</sup> or in others we can find the impassioned statement, that “to the SE inseparably belongs to help”.<sup>24</sup> Therefore, in 7 cases from the total amount we define the information about SEs as incorrect. It is, on the other hand, balanced by the fact that the target group of SEs are also parents after parental leave, the long-term unemployed over 50, or also graduates of high schools and training schools.<sup>25</sup> Summed up, only in eight examples the texts bring a full explanation of what the term “social enterprise” means. Furthermore, in six articles it is mentioned a social enterprise named *PředMěstí* founded by the author of the particular texts. Since this is not clearly acknowledged in the author's profile, we can talk about a conflict of interests, a hidden advertisement and unbalancing of the content of the readers section towards promoting own enterprise. Similar situations, with the difference that the author acknowledges the fact where is she working in the profile, can be observed as well.<sup>26</sup>

Other sections, apart from the reader's section, in which information about SE does appear, are Domestic News (5), Career (4), or Other (5). In 14 cases, the content has the characteristic traits of advertisements; the rest is written by authors (journalists or civic participants) and there is no example of press agency authorship. The prevailing number of the articles (28) has a professional photo accompanying, then (19) are illustrative photos and in four cases there is no picture. The media image of SEs on *Novinky* is neutral (32), positive (18) and once negative.

The website *iDnes*<sup>27</sup> was established in 1998 and since 2013 it has been a popular member of the giant publishing house *MAFRA* owned by the Czech Prime Minister and leader of the ANO movement Andrej Babiš, together with its print version *Mladá fronta*, *Lidové noviny* (*Lidovky.cz*) or *Metro*. It is followed by circa four million readers every month. The Editor-In-Chief of this universally focused medium with a large number

15 KOUDELKOVÁ, P., ZAVADILOVÁ, T.: Social Enterprises in Daily Journalism: What Is the Image of Social Enterprises in Media. In ČÁBYOVÁ, E., RYBANSKÝ, R., BEŽÁKOVÁ, Z. (eds.): *Marketing Identity 2018: Digital Mirrors – Part I. Conference Proceedings*. Trnava: FMK UCM, 2018, p. 93-102.

16 AKTUALNE.CZ: *Aktuálně* [online]. [2019-07-18]. Available at: <<https://www.aktualne.cz/>>.

17 ECONOMIA.CZ: *O nás*. [online]. [2019-07-18]. Available at: <[https://www.economia.cz/o-nas/?utm\\_source=www.aktualne.cz&utm\\_medium=footer](https://www.economia.cz/o-nas/?utm_source=www.aktualne.cz&utm_medium=footer)>.

18 ŠRAJBROVÁ, M.: *Bydlet v kanále i ve stanu. Teď jsou svoji, mají práci i střechu nad hlavou*. Released on 22<sup>nd</sup> September 2018. [online]. [2019-07-17]. Available at: <<https://zpravy.aktualne.cz/domaci/bydleti-v-kanale-i-ve-stanu-ted-jsou-svoji-maji-paci/r~5952aac4bb5311e88782ac1f6b220ee8/>>.

19 RODRIGUEZ, V.: *Jak funguje sociální podnik: Autisté vyrábí knihy o autismu*. Released on 14<sup>th</sup> June 2015. [online]. [2019-07-20]. Available at: <<https://zpravy.aktualne.cz/domaci/jak-funguje-socialni-podnik-autiste-vyrabi-knihy-o-autismu/r~e60258880e9111e5ae1b002590604f2e/>>.

20 POKORNÝ, M.: *Majitel pivovaru: Hrad nic nezakázal, ale měli jsme se ozvat*. Released on 4<sup>th</sup> February 2015. [online]. [2019-07-19]. Available at: <<https://zpravy.aktualne.cz/domaci/majitel-pivovaru-hrad-nic-nezakazal-ale-meli-jsme-se-ozvat/r~07a95406ac5811e49e4b0025900fea04/>>.

21 NOVINKY.CZ: *Novinky*. [online]. [2019-07-18]. Available at: <<https://www.novinky.cz/>>.

22 SCHREIBEROVÁ, T.: *Dobrotý Jeseníků na prestižním veletrhu ohromily návštěvníky i profesionály*. Released on 11<sup>th</sup> March 2013. [online]. [2019-07-19]. Available at: <<https://www.novinky.cz/vase-zpravy/olomoucky-kraj/sumperk/1298-15141-dobroty-jeseniku-na-prestiznim-veletrhu-ohromily-navstevniky-i-profesionaly.html>>.

23 SCHREIBEROVÁ, T.: *Šumperk chystá řecký večer plný skvělého jídla, pití a zábavy*. Released on 25<sup>th</sup> November 2013. [online]. [2019-07-21]. Available at: <<https://www.novinky.cz/vase-zpravy/olomoucky-kraj/sumperk/1298-20114-sumperk-chysta-vecker-plny-skveleho-jidla-piti-a-zabavy.html>>.

24 SCHREIBEROVÁ, T.: *Vysadte strom v Africe za litr vody*. Released on 8<sup>th</sup> March 2013. [online]. [2019-07-21]. Available at: <<https://www.novinky.cz/vase-zpravy/olomoucky-kraj/sumperk/1298-15844-vysadte-strom-v-africe-za-litr-vody.html>>.

25 MIARKA, A.: *Kroměřížská Krajanka pomáhá nezaměstnaným*. Released on 20<sup>th</sup> April 2014. [online]. [2019-07-18]. Available at: <<https://www.novinky.cz/vase-zpravy/zlinsky-kraj/kromeriz/2553-23464-kromerizska-krajanka-pomaha-nezamestanym.html>>.

26 POHANKOVÁ, I.: *Krůčky pro Eričku v pardubické Pohance*. Released on 9<sup>th</sup> May 2016. [online]. [2019-07-19]. Available at: <<https://www.novinky.cz/vase-zpravy/pardubicky-kraj/pardubice/3620-37528-krucky-pro-ericku-v-pardubicke-pohance.html>>.

27 IDNES.CZ: *iDnes*. [online]. [2019-07-18]. Available at: <<https://www.idnes.cz/>>.

of lifestyle contents, originally famous for its quality team of investigative reporters, is Naděžda Petrová. On *iDnes* we can find 53 articles related to SEs, evenly published during the six-year period, although only in 34 cases the theme was central to the content. We can find mostly news (23), reports (11), commentaries (10) and interviews (7) are also present, along with one story and one commercial statement. Similarly, to the previous media *iDnes* also brings in the majority of cases the theme in question as a secondary topic (45). The reason why there are quite a lot of commentaries is that *iDnes* enables civic blogging. Among articles published in other sections, 33 in Regional News and 6 in Domestic News, blogs are represented by 9 cases, and there are also 5 cases from other sections. We found mainly journalistic texts (50) and a few advertisements (3), though they are quite specific, because in two cases it is overviews of candidates before elections, and the third one is a very informative and concise commercial explanation, what is an SE – “neither charity nor sheltered workshop – in such firms there is nothing to try, it is the real labour market”.<sup>28</sup> Predominantly, texts are combined with authentic journalistic photos (29); some of them have illustrative photos (11) and the rest (9) are blogs which usually do not publish any pictures apart from the profile picture. As elsewhere, the majority of content speaks neutrally about SEs (26), but a certain amount (23) also in a positive way, while 4 in a clearly negative way. SEs are positively judged by the former Prime Minister and leader of Czech leftist party ČSSD Jiří Paroubek on his blog: “In addition, it is cheaper than to pay out social benefits.”<sup>29</sup> There was also expressed an interesting opinion that “so far everybody agrees with the fact that social enterprising is positive, but we are not able to agree in case of benefits for SEs”.<sup>30</sup> As of negative content noticeable examples are cases of SEs which fell into debt,<sup>31</sup> or, as stated above, the incident involving President Zeman and his well-known stance towards NGOs and SEs.<sup>32</sup> From all 53 articles, five bring incorrect and misleading information about SEs. Once in a blog<sup>33</sup> and once in a news article,<sup>34</sup> the SEs are confused with sheltered workshops, and in three other cases it seems like the authors used the term randomly, without knowledge of its legislative definition.

The website *Lidovky*<sup>35</sup> has been a member of *MAFRA* since 2013. Originally, the well-known tradition and quality journalism reputation of the print newspaper *Lidové noviny* dates back to 1893 after founding by Adolf Stránský in Brno. The online version has been active since 2001. The current Editor-In-Chief is Tomáš Málek. Only four articles about SEs were published over the period of six years – one in 2015, two other in 2017 and one in 2018. Only in one of them is the theme of SEs central and it refers to a little brewery Chříč, which employs disabled people.<sup>36</sup> The article describes the way of the brewery’s foundation, considering the idea of sheltered workshop, which needs subsidy from the state. That article is the only one which brings a full explanation of the term “social enterprise”. As for the journalistic genres, there are three news pieces and one interview, divided into Domestic News section (2) and Other (2), written by press agency (3) and once by a journalist. Partly journalistic (2), partly illustrative (2) photos were used. The image of SEs on this medium was positive (2) or neutral (2), and all the content brought the correct information about the term.

28 Podnikání se sociálním přesahem není charita. Released on 10<sup>th</sup> December 2018. [online]. [2019-07-18]. Available at: <[https://sdeleni.idnes.cz/ekonomika/podnikani-se-socialnim-presahem-neni-charita.A181205\\_111035\\_eko-sdeleni\\_rest](https://sdeleni.idnes.cz/ekonomika/podnikani-se-socialnim-presahem-neni-charita.A181205_111035_eko-sdeleni_rest)>.

29 PAROUBEK, J.: Podnikat a pomáhat jde dohromady, i když je to tvrdá práce. Released on 9<sup>th</sup> August 2014. [online]. [2019-07-20]. Available at: <[https://www.idnes.cz/finance/prace-a-podnikani/socialni-podnikani-spolecenska-odpovednost.A140624\\_2076585\\_podnikani\\_zuk](https://www.idnes.cz/finance/prace-a-podnikani/socialni-podnikani-spolecenska-odpovednost.A140624_2076585_podnikani_zuk)>.

30 TRACHTOVÁ, Z.: Vyloučené víc zapojíme do rozhodování, říká nový šéf úřadu pro chudé. Released on 6<sup>th</sup> July 2015. [online]. [2019-07-17]. Available at: <[https://www.idnes.cz/zpravy/domaci/rozhovor-s-radkem-jirankem.A150629\\_152807\\_domaci\\_zt](https://www.idnes.cz/zpravy/domaci/rozhovor-s-radkem-jirankem.A150629_152807_domaci_zt)>.

31 RAMBOUSKOVÁ, M.: Chceš dát lidem práci a zdravé jídlo, teď sociální firma dluží miliony. Released on 22<sup>nd</sup> October 2015. [online]. [2019-07-18]. Available at: <[https://www.idnes.cz/hradec-kralovc/zpravy/restaurace-dobromysl-je-v-konkurzu.A151022\\_2200147\\_hrdec-zpravy\\_the](https://www.idnes.cz/hradec-kralovc/zpravy/restaurace-dobromysl-je-v-konkurzu.A151022_2200147_hrdec-zpravy_the)>.

32 Zemana v pivovaru neobsluhovali postižení. Hrad odmítá, že by to nařídil. Released on 4<sup>th</sup> February 2015. [online]. [2019-07-18]. Available at: <[https://www.idnes.cz/usti/zpravy/zemana-nesmeli-pri-obede-obsluhovat-handicapovani.A150204\\_092056\\_usti-zpravy\\_alh](https://www.idnes.cz/usti/zpravy/zemana-nesmeli-pri-obede-obsluhovat-handicapovani.A150204_092056_usti-zpravy_alh)>.

33 ŠIMČÍK, A.: Ředitel nemocnic na odstřel. Released on 3<sup>rd</sup> December 2018. [online]. [2019-07-17]. Available at: <<https://adamsimcik.blog.idnes.cz/blog.aspx?c=690498>>.

34 VALÁŠEK, L.: Býznys postiženými. Chráněné dílny vystavují faktury za stamilony. Released on 29<sup>th</sup> August 2018. [online]. [2019-07-17]. Available at: <[https://www.idnes.cz/zpravy/domaci/chranene-dilny-postizeni-invalidi-faktury-firmy.A180829\\_101015\\_domaci\\_anc](https://www.idnes.cz/zpravy/domaci/chranene-dilny-postizeni-invalidi-faktury-firmy.A180829_101015_domaci_anc)>.

35 LIDOVKY.CZ: Hlavná stránka. [online]. [2019-07-18]. Available at: <<https://www.lidovky.cz/>>.

36 LIDOVKY.CZ: Znovuzrozený minipivovar Chříč. Vaří Pazdrát a Nocturno pomáhají postižení. Released on 30<sup>th</sup> August 2015. [online]. [2019-07-18]. Available at: <[https://www.lidovky.cz/relax/pivo-a-pivovary/v-chrici-na-plzensku-obnovili-cinnost-pivovaru-prijali-postizene.A150829\\_200237\\_ln-pivo\\_sho](https://www.lidovky.cz/relax/pivo-a-pivovary/v-chrici-na-plzensku-obnovili-cinnost-pivovaru-prijali-postizene.A150829_200237_ln-pivo_sho)>.

*Seznam Zpráv*<sup>37</sup> is a multimedia website which combines written news with video reports and interviews. It was established in 2016. The Editor-In-Chief of this on the domestic and foreign politics focused progressive medium is Jakub Unger. On this server it was found just one article talking about SEs. This article referred to suppliers associated with one social enterprise, which means that social enterprises were not the main topic discussed.

*Echo24*<sup>38</sup> is an online medium which, among others, reacted to the buying of *MAFRA* by Babiš in 2013 with an ambition to offer a different approach towards journalism. Its main scopes are domestic and foreign politics, commentaries and analyses. The Editor-In-Chief is (and always has been) Dalibor Balšínek. On *echo24.cz* we can find just five articles dealing with SEs (none of them explains the term “social enterprise”). There were news (3), commercial information (1) and commentary (1). All articles possess certain ‘business connotations’. Their authors used either journalistic photos (2) or illustrative images (3). The issue of social business is not the main topic in any of the articles. Almost all articles were written by a press agency, except one.

*E15*<sup>39</sup> is an online version of the economic and business magazine of the same name. The website was founded in 2007 and is a member of *Czech Media Invest Holdings*. The Editor-In-Chief is Tereza Zavadilová. The site *e15.cz* is, similarly as *echo24.cz*, focused on business topics. Over the period 2013 – 2018 10 articles were written about SEs, but only in two of them was social business the main source of interest. One refers to a social enterprise established by *Erste Bank*. The second one is a story about one social businessman who established *Baby Office* – offices for mothers with infants. We could not find any explanation of “social enterprise” in these articles. On the other hand, all articles used photos, either from terrain (2) or illustrative images (8). In three cases the articles were found in the Domestic News section and the rest were included in the Business Sector. As for the journalistic genres, there are news pieces (6), interviews (2), story (1) and report (1).

Online media *iHNed*,<sup>40</sup> also known under the title of its print version *Hospodářské noviny*, is, as well as *Aktuálně*, a member of the *Economia* publishing house mentioned above. The tradition of economically focused news in this online media traces back to 1994. The current Editor-In-Chief is Martin Jašminský and collaborating authors are David Kliměš, Miloš Čermák or Petr Honzejek. On this website were found 33 articles mentioning SEs. As for the journalistic genres, there are stories (6), commentaries (2) and 17 news pieces, interviews (4) and also reports (4), divided into Domestic News section (1), Business (22) and Other (10), written mostly by journalists (31) and only two were created by press agencies. In all cases mostly illustrative photos (21) were included and the rest contained photos from the terrain.

## Research Results

Table 1: The most important research results

	Aktuálně. cz	Novinky. cz	Idnes.cz	Lidovky.cz	e15.cz	echo24.cz	iHNed.cz	seznamzpravy.cz
<b>Number of articles</b>	10	51	53	4	10	5	33	1
<b>Authorship</b>	Journalists (9)	Journalists (37)	Journalists (50)	Journalists (25)	Journalists (6)	Press agency (4)	Journalists (33)	Journalists (1)
<b>Year(s) with the most articles</b>	2013	2015	2015, 2017	2017	2016	2015	2018	2017

37 SEZNAMZPRAVY.CZ: Všechny zprávy. [online]. [2019-07-19]. Available at: <<https://www.seznamzpravy.cz/>>.

38 ECHO24.CZ: Hlavná stránka. [online]. [2019-07-18]. Available at: <<https://echo24.cz/>>.

39 E15.CZ: Hlavná stránka. [online]. [2019-07-18]. Available at: <<https://www.e15.cz/>>.

40 IHNED.CZ: Hlavná stránka. [online]. [2019-07-18]. Available at: <<https://ihned.cz/>>.

SEs as a main topic in text	4	15	19	1	2	0	16	0
Authentic photo	4 of 10	28 of 51	29 of 53	2 of 4	4 of 10	2 of 5	12 of 33	1 of 1
Explanation of SEs	1	8	8	1	1	0	10	0

Source: Own processing

The overview summarises that most articles were published on *Idnes.cz* (53), *Novinky.cz* (51) and *iHNed.cz* (33). This was expected as all these media are popular and frequently visited. The lowest amount of articles were published on *Seznamzpravy.cz* (1) which is a somehow surprising fact as this website is also very popular and socially-oriented topics are published there frequently. Just a few articles can also be found on *e15.cz* (10) and *echo24.cz* (5). These are business-oriented media covering mostly business topics. Social business was among the main topics on *Idnes.cz* (19), *iHNed.cz* (16) and *Novinky.cz* (15). On the contrary, in *echo.24* social enterprise was mentioned only in connection to other business topics.

Interestingly enough, articles about SEs on *iHNed.cz* were all published by individual authors. On the other hand, articles about this topic on *echo24.cz* were mostly published by press agencies. As far as photojournalism is concerned, it can be stated that there is an obvious effort to use authentic photos. The following figure shows numbers of articles according to used journalistic genres.

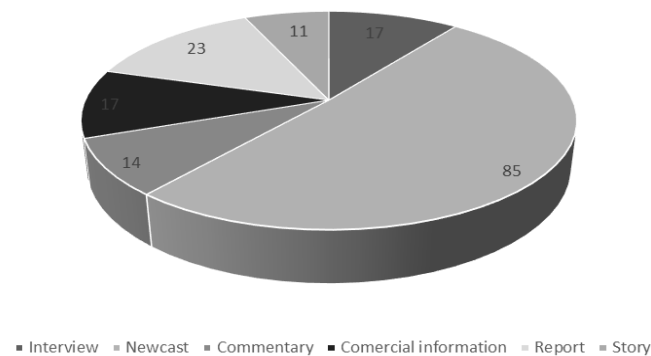


Figure 1: Articles according to genres

Source: Own processing

For more detailed results, see Table 2. The numbers inside the brackets express the total amount of articles meeting the given criteria.

Table 2: Detailed results of the content analysis

Total number of articles: 167	Positive media image (71)	Neutral media image (88)	Full explanation (29)	Main topic (57)
Journalistic content (136)	55	73	25	49
Advertisement (17)	13	4	3	7
Press agency (14)	3	11	1	1

Total number of articles: 167	Main topic (57)	Stories (11)	Interview (14)	Other genres (139)
Full explanation (in 29 cases in total)	24	8	1	20

Source: Own processing

Most articles were written by journalists (136). Among these articles prevails neutral image of SEs (73). Texts by these authors are characterised by the fact that they contain an explanation of SEs. However, an explanation is included only in 29 out of 167 articles which is a surprisingly low number, considering that generally speaking, SEs are still mistaken for non-profit organisations, etc.

Some articles were written as advertisements (17) and 14 articles were written by press agencies. Frequent mentioning of social enterprises in relation to commercial information is quite surprising. As Koszembar-Wilkik points out, looking at modern advertising, one can actually wonder if indeed all advertisements are to inform about offers and encourage purchases. More and more advertising messages result in controversial reflections of society.<sup>41</sup> Since 17 articles were written as advertisements, it is logical that they mostly create a positive image (13); only 4 articles have a neutral connotation.

In the articles written by press agencies a neutral image of SEs (11) is dominant. However, this is also caused by the fact that SEs are not the primary topic of these articles; they are mentioned randomly and without any deeper meaning or concept. On the other hand, when the main topic of the article actually is SE, one can expect a full explanation of this term; nonetheless, it is not the rule. From the point of view of journalistic genres, stories contain a full explanation in most cases.

## Overview of Research Questions and Hypotheses

Summarised below, we can find answers to research questions and related recommendations.

**RQ1:** Do the selected media inform about the issue of social enterprises (SEs)?

*RQ1.1:* How often do they inform about SEs?

It can be concluded that media (*iHNed.cz*, *echo24.cz*, *e15.cz*, *lidovky.cz*, *novinky.cz*, *aktualne.cz* and *iDnes.cz*) inform about the issue of SEs with similar frequency. On *echo24.cz* and *e15.cz* the reader encounters only business-oriented articles even when it comes to topics of SEs. Only one of the monitored websites – *seznamzpravy.cz* – published just a single article over the time period 2013 – 2018. In this case RQ1 cannot be answered positively.

Overall publishing frequency is relatively balanced. However, particularly on *lidovky.cz* it was a case of *ad hoc* publishing, as in the years 2013, 2014 and 2016 no articles on SEs were published and overall only five articles were published. A similar situation was identified on *echo24.cz* and a little bit better situation on *e15.cz*, where we observed an absence of articles in 2014 and 2018. Strikingly, in 2018 the issue of SEs was widely discussed among interested people because of the then proposed law about social enterprises and therefore more publicly available information was expected to be released (more in Table 1 and Table 2).

**RQ2:** Are SEs the main or secondary topic of an article?

Social businesses, as well as social enterprises, were not the main topic in most cases. Most articles with SEs as the main topic were published on *iDnes.cz* (19). Unfortunately, the overall number of articles

41 KOSZEMBAR-WIKLIK, M.: Controversial Themes in Advertisements: On Manipulating the Emotions of Audiences and Extending the Boundaries of the Social 'Taboo'. In *Communication Today*, 2016, Vol. 7, No. 1, p. 18-31.

mentioning the issue of SEs, without any further explanation, was 53. The best ratio is related to *iHNed.cz*, publishing overall 33 articles with 16 of them having SEs as the main topic (more in Table 1).

**RQ3:** Do the media describe the importance of social businesses (SEs) in a society?

A proper explanation of SE's role and importance in society was expressed only rarely. All in all, the imaginary first rank is occupied by the website *iHNed.cz* with 10 cases of full explanation (more in Table 1).

**RQ4:** Do the media inform about SEs in the right context (e.g. is a social enterprise mistaken with a non-profit organisation, etc.?)

The results of the analysis show that all selected media describe SEs in the right context.

**RQ5:** What journalistic genre is preferred in relation to SEs?

The most used genres are news and reports. *Novinky.cz* also offers a lot of commercial information – advertisements, above all as a part of a political campaign (more in Figure 1).

**H1:** Left-oriented media (*Novinky.cz*) published the highest amount of articles on the subject of social enterprise/social entrepreneurship in the monitored time period.

Hypothesis H1 is rejected. *Novinky.cz* published 51 articles; however, *iDnes.cz* published 53 articles.

**H2:** The explanation of the “social enterprises” issue is mentioned in at least 80 % of all articles from the category of journalistic genres ‘stories’.

Hypothesis H2 is verified (8 out of 10 articles of this type contained a full explanation of the issue of social enterprises).

## Conclusion

The importance of social enterprises for society is clearly significant and considering also *Work Integration Social Enterprises* (WISE), we can say that it is even irreplaceable as it offers certain groups of people an opportunity to once again become part of society, to be full members, earn a salary and regain their pride.

Social enterprises are, on the one hand, privileged as a necessity, but on the other hand, they are often confronted with negative perceptions from customers and the rest of society. Media, as means of public education, should raise awareness of this topic. The purpose of this study was to find the answer to the question whether Czech online media assume the role of educational institutions and inform the general public correctly, on time and often enough.

Considering that the majority of people nowadays read news online, we focused on the analysis of online media and the messages they convey about the given topic. From the results it can be concluded that the public receives insufficient information about SEs. Rather, they are given fragments wholly or partially taken out of context; sometimes the articles only mention the term, but do not elaborate it any further, etc. Stories about businessmen or employees of these enterprises are popular, bringing their experience, insight and more to the readers.

Since we have already examined the same topic in print media, we can conclude that the situation is similar.<sup>42</sup> While the press informs with a higher intensity and social entrepreneurship is more often the main

42 KOUDELKOVÁ, P., ZAVADILOVÁ, T.: Social Enterprises in Daily Journalism: What Is the Image of Social Enterprises in Media. In ČÁBYOVÁ, L., RYBANSKÝ, R., BEZÁKOVÁ, Z. (eds.): *Marketing Identity 2018: Digital Mirrors – Part I. Conference Proceedings*. Trnava : FMK UCM, 2018, p. 93-102.

topic of the article, it does not always contain a full explanation or the aim of the article is simply not clear and understandable, etc.

Of course, the presented research also has its limits, e.g. restrictions only until the end of 2018 (this is due to the comparability of the results between online media tested in this research and the print media from previous research). Another limitation is the fact that in the media selection tabloids were not included; however, these media are widely consumed by people in the Czech Republic.

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