

Annotation

In the thesis I deal with the transformation of the media environment in the postmodern (fluid) period and the influence of these changes on the identity of the journalists. I look at the transformation of the media landscape from a variety of perspectives - for example from a convergence point of view, which I describe not only as a technological process, but above all as a cultural change that created fluid boundaries between various channels and formats, between production and consumption, organizations or the extent of the user's involvement in media communication. This has put media professionals into a situation they have to deal with.

After organizing the theoretical backgrounds, I can, in the practical part, focus on how the media landscape is perceived by the journalists themselves and how it affects them. Based on in-depth interviews with journalists from the Seznam Zprávy, I first show the changes that journalists consider important, and then describe how these changes have been adapted over time. In the next part of the research I follow their current perception of the profession - especially how they perceive the decline in prestige and credibility of the profession, or how they think about the future of the profession. Finally, in the last part I deal with traditional and unchangeable news values in the context of a fluid and transformed media environment. I also discuss the reasons why journalists still practice this profession, or what new skills are needed to perform the journalist profession today.

In other words, I try to get closer to what, in a volatile and constantly changing fluidity, gives journalists imaginary boundaries and support points for identifying themselves, or how they can create these certainties. Data from in-depth interviews is an important and up-to-date contribution to the subject of the current media crisis - as seen by those who create daily media around us.

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