

Annotation

This diploma thesis focuses on the organizational structure of the magazine and the web site for women – Blesk pro ženy and Blesk pro ženy.cz. The editorial office is part of the Czech News Center media organization. An increasingly common model for the operation of different media platforms is merging them into one newsroom, in which the editors produce the content for different channels. It is the so-called integrated, multimedia or converged editorial office. The diploma thesis aims to find out, whether this trend of convergence in media production has also affect on the editorial office in Blesk pro ženy. Another goal is to identify the professional identity of editors working for the lifestyle medium, and what does multiskilling and multimedia journalist mean in the context of Blesk pro ženy. Finally, the aim is to discover, what are the specifics in the work practice of an editorial staff composed of women. As for the methodology, a qualitative research was formed by interviews with editors from both printed and online platform, and also the method of participant observation was applied.