**Annotation**

The diploma thesis describes the application of theoretical concepts of journalism into the environment of two most popular music websites Musicserver and iREPORT. In the theoretical basis for the topic are featured the basic characteristics of online journalism and the problematic nature of the term „ideal critic“. Furthermore, there are at first theoretically established and afterwards analyzed the concepts of agenda-setting, gatekeeping, objectivity and bias, participative journalism, user generated content, professionalism, hypertextuality and intertextuality, the usage of social networks, tabloidization and the analysis will also touch upon the issue of name transformation to fit the Czech language. There is also a semiotic and visual analysis of chosen samples performed. On the basis of concepts, the paper intends to explain the functioning of the websites, the aspects that are influencing their content, the factors that have an effect on the selection of the content, the means of working with the audience, the problems in terms of objectivity in the art criticism, the requirements laid upon the editorial staff members and the level of influence upon the readers.

**Keywords**

online journalism, theoretical concepts, Musicserver, iREPORT, music, agenda-setting, gatekeeping, objectivity, participative journalism, user generated content, digital labour, social networks, tabloidization, name transformation, semiotic analysis, intertextuality, hypertextuality, professionalism.