

Abstract

This thesis investigates the trend of reusing the content of printed media in their on-line counterparts, based on several selected Czech national newspapers (Mladá fronta DNES, Lidové noviny, Právo) and their corresponding news servers (idnes.cz, lidovky.cz, novinky.cz) over the course of one constructed week in 2015. The theoretical section examines the interrelatedness of printed and on-line media, the impact of digitization on the transformation of the journalistic profession, and its influence on the content and recipients of media communications. The fundamental questions posed by this research are as follows: What percentage of the printed content is reused in the newspaper's corresponding on-line version and vice versa, and which of the selected media reuse the most content?

The research operates with three initial hypotheses regarding the quantity and frequency of content conversion: printed journals reuse their content in on-line news servers at a rate of up to 5%, news servers reuse their content in printed journals at a rate of up to 10%, and the practice of shovelware is most frequently employed by the periodicals Mladá fronta DNES and Právo.

The aim of the research is to reveal and interpret shovelware trends in the selected media and evaluate how this practice is perceived. The practical section of this thesis documents the methodology used for the validation of the confirmed hypotheses as well as the application of the frequency analysis. Furthermore, the results of the research are summarized and interpreted. The conclusion contains a discussion of the findings and a proposal of possible improvements and questions for further research, which should offer a deeper insight into the practice of shovelware in Czech media.