Annotation

This bachelor thesis discusses dissemination of fake news during American presidential elections of November, 2016 via pro-Kremlin webpages such as RT (Russia Today) and Sputniknews three weeks before the election and two weeks after. Theoretical part of the thesis explains various notions including fake news, disinformation, misinformation and hoax and also provides a historical overview concerning how fake news was used during the modern history. Historical analysis handles the topic from the international point of view and reflects not only the key moments of the 20th century, but also some events of lesser worldwide impact from czechoslovakian perspective. Theoretical part follows with interpretation and description of individual fake news techniques, which manipulators use, including fake news’ typical features which can be commonly observed in news.

Practical part is composed of a media analysis of both of the media articles, which were released between October, 18 and November, 22, 2016, using the method of quantitative content analysis and its subsequent comparison in terms of posting frequency in monitored time period, media bias towards particular presidential candidates and frequency of individual fake news techniques used. I analyzed only articles concerning the elections or two main candidates. The analysis concludes that both media frequently used many types of manipulation techniques typical of fake news, which RT, compared to Sputnik, used more often and in more obvious manner. On the individual news pieces from RT and Sputnik we can recognize rather common point of view over individual topics, both RT and Sputnik share information selectively and with a strong bias.