Abstract

Diploma thesis *Multimedia Elements of Online News and Their Impact on Recipients* is concerned with the transformation of today's information distribution thanks to the development of the Internet. Media institutions use this tool as means of disseminating their messages. For the same reason they also include multimedia elements to the content. Websites allow to quickly pass on information to a large number of users. Multimedia elements, such as photos, photo galleries, videos or infographics, allow to pass on additional information, but also to catch the attention of the recipients.

The aim of this study is to find out how much the audience appreciates the contribution of multimedia elements and how much they can use them during processing of the information. The theoretical part therefore first defines the particular cognitive processes, such as attention, perception and memory of news articles readers. These are further reflected with the different characteristics and social background of the news content recipients. Equally important is the description of theories and researches that dealt with the influence of multimedia elements on recipients of various types of media.

The theoretical knowledge is followed by quantitative research in the form of an experiment and a subsequent questionnaire. The sample consists of representatives of today's generation Z. It is represented by the population that grew up with the Internet. On the created news server-like website is manipulated with a number of multimedia elements accompanying the articles. This way, we can analyze their influence on the attention, memory and perception of respondents. The results and the final discussion of the research reveal the possible orientation in this research.