

Abstract

The diploma thesis consists of two main parts. In the theoretical part, we deal with the basic terminological framework of fake news, the development of misinformation, fake news, hoaxes, propaganda and their form and the form they acquired. We will also look at misinformation, hoax and propaganda as a specific genre of false news. Furthermore, we analyze the spread of hoaxes and disinformation and the criteria by which hoaxes are recognized and labeled. An important part of the theoretical part of the thesis is also the manipulation with the content and the determination of the criteria on the basis of which false information can be recognized. We will focus primarily on the electronic and new media domains, which are mainly represented by social networks.

In the research and analytical part of the thesis we look at the ways in which different sites classify misinformation and hoaxes, by what criteria they approach their classification, and whether these methods are unambiguous and consistent. The second important part of the research will analyze the attitudes of traditional and alternative media to work with false news and hoaxes. We will try to bring a glimpse of both stakeholders, that is to say, representatives of traditional media and alternative media.