

This diploma thesis deals with digital nomadism (modern way of teleworking, enabled mainly by the existence of internet and social networks) and implications of this phenomenon for journalistic environment and media functioning. In the Czech environment, this issue has been explored so far, and digital nomadism is rapidly changing in view of the rapid technological development of the media environment on the internet. The author wanted to add this gap to the thesis, both in theory and in primary research. Through interviews with specific digital nomads (especially Czechs and Czechs), she tries to answer basic questions about how the digital nomads actually happened, their motivation, the specifics of their work and, last but not least, whether it is possible as a digital nomad – actually a journalist to feed.

The concept of digital nomadism first captures theoretically, both in general, in the context of the technological development of the media environment (new media and formats) and changes in the labor market in the journalistic environment, and specifically in terms of media theory. Specifically, it analyzes digital nomadism in the context of technological convergence and media hybridization. In particular, on the basis of available, mainly foreign literature, the concept and concept of digital nomadism and nomadism are attempted to be defined and defined.

In the main, practical part, the author conducts primary research, where she examines routine and everyday life of digital nomads – journalists by the method of semi-structured and in-depth interviews. The interviews (the full text of which is enclosed at the end of the work) are analyzed using coding to answer a few basic questions, namely how a person becomes digital nomad, how such work and life looks, and whether and how it is possible to make living as a digital nomad – journalist. Based on interviews, the author also analyzes selected major internet platforms and websites through which digital nomads produce and sell their journalistic outputs.

Based on the research, the author has reached several important findings. First of all, the simplest passive income for a digital nomad is traveling through the genre of photography, because if it has adequate technical equipment, it can easily try to buy and sell a picture to some or more photo banks that buy pictures from non-professional photographers. This is related to the fact that the nomad - journalist must have his / her own technical equipment (which is different from a journalist connected with the editorial, who has the equipment he / she lends to individual journalists), the purchase of which represents a considerable initial cost. On the contrary, in terms of invested time and money, the seemingly simplest genre of the blog is the least grateful, in which, in order to produce enough resources, it is necessary to invest a great deal of work, which at least

initially does not bring any real earnings – so the blog as a series of digital nomads leaves – as a source of earnings or wholly.

Perhaps the most important conclusion is that the production of only one type of media output (ie, only photos, articles only, reportage only) makes it difficult to make a living and most digital nomads combine sources of income (eg with copywriting) or with completely different work (eg non-journalistic work at the place where the digital nomad is currently staying, eg in a bar or picking fruit).