

Abstract

With the beginning of the Internet era a lot of the traditional media characteristics along with the classic media theories changed. The foundations of this diploma thesis are built on the question whether the traditional media and the new media are constructing different media images. The topic is further analyzed in the chapters about the construction of reality, media convergence, agenda-setting theory or social network. The analytical parts studied the main sources – television and social network – on the example of the Czech presidential election in 2018. After the data were gathered there were stated thirteen topic clusters and each unit of the collected data was categorized into those. There was also categorization on sources and the amount of representation of every candidate. After analyzing these data a comparison was made and after that a conclusion whether there are any differences between traditional and new media.