

ABSTRAKT

This Bachelor's thesis tackles the newly occurring type of fake news – deepfake videos. Considering they are quite new and not profusely misused to spread disinformation yet, the thesis embraces this phenomenon right from its roots. In the first section, it defines, what disinformation is, what did it emerge from, how did it look like in the past and how does it look like now. Obviously, to the topic also applies its psychological perspective – in this case, why people's brain does not identify fake news and which short-cuts in processing information take disinformators an advantage from. After such an introduction to the problematics follows a part, which explains the technology behind producing deepfake videos. In a practical part of the thesis concrete deepfake examples are analyzed. Based on this analysis and an interview with Jakub Zelenka, a journalist focusing on fake news, the thesis answers a question of whether and how deepfake videos influence journalism.