

## **Annotation**

This thesis deals with the transformation of the journalistic profession after the massive development and practical application of the new media. What does the current state of the media scene look like? What changes have taken place in connection with digitization and globalization? In examining these changes, I focus on how the journalistic profession has changed due to the influence of new media, the way they are used and their adaptation to them, based on the assumption that the field of journalism has been deprofessionalized. The aim of this thesis is to find and explain the key elements that caused the phenomenon, to demonstrate the correlation between the development of the new media and the declining prestige and professionalism of journalism by using quantitative and qualitative analysis.