

Abstract

Master Thesis titled *The future of public editors in the time of technological convergence* deals with the issue and phenomena of ombudsmen and public editors as part of self-regulation of journalists. Specifically, it focuses on ombudsmen, that were established by the Czech public media – Czech Radio and Czech Tv, between the years 2016 and 2018. It compares these ombudsmen with their counterparts in other countries, where they face the progressing phasing out of this role in newsroom. This thesis will first try to establish and describe the theory of ethics and morals and their impact on the history and evolution of media ethics. This Thesis will also mention the historical role of ombudsmen in United states, Europe and other parts of the world. The role of ombudsmen in the newsroom and their relationship will then be compared to the emerging relationship of press and social media, who also serve as alternatives to mainstream media. The practical part of this thesis will focus on interviewing both ombudsmen currently working in Czech media, the executive directors who were the main push for establishing them, and two journalists from United States, who were public editors just a few years ago and who will talk about their experience with the job.