

Abstract

The topic of this thesis is the Transformation of Czech Radio after the Introduction of Web 2.0. The research was carried out from the Czech Radio employees (working on both Prague or regional stations) point of view, who have had experience working at Czech Radio before and after the advent of Web 2.0. The subjects of the research questions were: adaptation of employees, the impact of changes on the content of broadcasting and ethical principles and finally, their general consequences on Czech Radio in the digital age. The answers to the presented questions were then explained in the practical part of the thesis by a qualitative research using the method of semi-structured interviews and the method of grounded theory for the subsequent analysis of the collected data. The analysis of the data shows that changes could not have taken place without the employees who set them in motion. Within the changes associated with the new communication environment of Web 2.0, feedback plays a important role. It affects Czech Radio employees who use it to influence changes in content, changes in its presentation and partly on its topics. The adaptation process differed at the level of positions. The position of web editors played an important role in the adaptation of other members.