

Abstract

Diploma thesis “Different approach to mediation in the blogosphere and the mass media” deals with the means blogs and mass media use to mediate news topics and expert topics to their audiences. In addition this study deals with the relationship between blogosphere and mass media. In the theoretical part this study brings depiction of the development of blogs through the scope of democratic media and democratization of the public sphere. Theoretical part furthermore discusses different approaches to the blog definitions and its basic characteristics. On the basis of this discussion it divides blogs into different types. Finally, this part offers summary of the former studies concerned with blogging. This part creates the base for the construction of research questions and hypotheses.

The practical part is concerned with carrying out the content analysis of the articles connected to two different topics. As news topic was chosen the topic of placing the US radar on the Czech Republic territory. This topic was covered between years 2006 and 2008. As expert topic was chosen the introduction of the new micropayment service Paysec. Individual findings are interpreted with the help of statistical methods. Conclusion discusses generalized findings and theoretical implication of the study.