

## **Abstract**

With the so called Second internet era and the creation of Web 2.0, the amount of the internet users, who participate in creating its context, has rapidly expanded. Open communication between the recipients and the producers of the media messages, and the wider possibilities to give a feedback as an online media reader are typical for this ongoing period. One of the ways, how to give a feedback, are the discussion forums below the articles. These discussion forums has changed in recent years and most of the Czech online media have started to moderate them or control them. The discussion forums are also not any longer anonymous. In this thesis, I am describing the discussion forums of the three most read Czech news websites – Novinky.cz, iDNES.cz and Aktuálně.cz. On the base of the analysis of the rules of a discussion and the interviews with the discussion administrators, I am describing, how many people in these media organizations work as the discussion administrators and how they moderate and control the posts. I am also dealing with the rules for the people, who want to take part in the discussion forums, whether they can be anonymous and if there are any specified rules, how to behave.