

## **Abstract**

The diploma thesis *The Use of Artificial Intelligence in the Media Production and the Future of Job Positions in the Czech Media Industry* focuses on the current topic of AI technologies and their impact on the labour market, with a specific focus on the media sector. The aim of the thesis is to answer the question of what the potential impacts of AI on job positions in Czech media are and which AI technologies are used in Czech media. Based on these questions, the thesis analyses the current state of AI usage in the Czech media environment and examines the changes it brings in professional roles. The theoretical part defines basic concepts, the historical context of innovation and digitalization development, including an overview of traditional media professions and their roles in media production. The empirical part is based on qualitative analysis of job portals, semi-structured interviews with media experts, and an anonymous questionnaire survey conducted among selected Czech media companies.

The thesis is structured into six chapters that gradually map the internal structures of the media environment, the transformation of job roles following the onset of innovation and digitalization, specific examples of AI tools in Czech media houses, the risks and opportunities of AI implementation, predictions of the future development of professional roles, as well as real experiences from practice based on the questionnaire and interview responses. The result is a comprehensive view of the phenomenon of how AI influences the labour market in media and what further developments this transformation brings for the future of work in Czech media.