

Abstract

The master thesis „Media image of the relationship between artificial intelligence and media production on selected Czech news sites“ examines how the online media Aktuálně.cz, iDnes.cz, Novinky.cz and Seznam Zprávy presented the influence of artificial intelligence tools on and their involvement in the fields of journalism, literature, music and cinematography in 2024. A combination of quantitative and qualitative content analysis methods was chosen to conduct the research on a sample of 135 texts. The thesis is divided into three parts – theoretical, which introduces the concept of media image, the representation of reality and previous research on the portrayal of artificial intelligence in the media; methodological, which presents the research methods used, the search criteria and the websites studied; and analytical, which presents the results of the analysis. The thesis reveals that the researched media presented AI in the fields in two ways at the same time – as a helper that surpasses humans and „democratizes“ access to the fields, but also as a „threat“ that can replace workers in the fields and cause other difficulties for humanity in the future. The media also presented the field of journalism the most – almost half of the texts were devoted to it, the websites gave the most space for expression to media managers, and the most frequent topic of the texts was the specific use of artificial intelligence in journalism.