

Diploma thesis „Disruptive media technologies – theories and application to the Czech media environment“ deals with a concept of disruptive technologies, which results from the economical model of creative destruction made by founder of innovation theories Joseph Alois Schumpeter. Although he had described adverse impact on present market structure at the beginning of 20th century, media studies revealed them lately, precisely in the year 1995 in an economical model of another economist Clayton Christensen. In the late 20th century, with the evolution of the internet, first studies based on media corporations' trade model have investigate disruptive impact of new communication channels on the older ones. This diploma thesis transmits these analyses onto Czech media environment, which is still strongly affected by the transformation process started 20 years ago. It illustrates the influence of the whole transmutation on the innovation process and the reason why it is so necessary to examine it separately for all Post-communist countries. This work then discusses the impact of internet as a new sort of media on the market, specially analyzing the symbiosis of the internet version and the printed version of the Lidové noviny journal, and unfolds the weak points and the potentials of this co-existence, not only in the case of Lidové noviny, but of all Czech respectable diaries and their respective internet versions. The basic regression model then gives a basic prognosis of further development of media in general, with a strong accent on matter whether printed media can survive the era of internet.