

KŘÍŽOVÁ, Kristýna, The impact of Internet Versions of Printed Newspapers on Information about Extremism, Faculty of Humanities, Charles University, Prague, 2010, diploma thesis

Key words: electronic media, printed media, audience

The theoretical part of the work concerns the possible consequences of transforming printed media into electronic form with respect to the reporting of extremism. A cultural approach was selected which highlights the way in which the final form of a report and its interpretation is subject to cultural factors.

The work draws on the Three Party Model of Communication Situations devised by Winfried Schulz, which models the mutual relationship between the three protagonists of an event – the main figures (representatives of extremist movements), journalists (mass media – Internet sites), and the audience (readership, recipients). Investigation of the possible interest of these three parties in information on extremism is considered on the basis of theories of critics of contemporary media.

Interpretation reveals the difficulties associated with transforming the daily papers into electronic news sites and their specific characteristics. Readership size is becoming a fundamental factor for agenda setting. The major issue that this work addresses is whether the greater provision of information to the public on extremism leads to the undesirable provision of free advertising to extremist movements.

The work demonstrates that for editors the readership size of an article is important. Words like extreme and extremism attract the attention of readers, and readership figures are often monitored. This work considers the audience to be an active participant that finds itself in the position of a voyeur caught in Bentham's Panopticon.

The semiotic part of the work covers as an example, analysis of the transformation of a serious national paper into an Internet journal. The chosen example is Právo and its news server www.novinky.cz. An overview is also given of the mechanisms and capabilities of electronic media in comparison with the traditional printed form.