

## **Abstract**

Technologies together with so-called new media are one of the most important matters of contemporary media studies and mass communication theory. Many experts focus on their impact and try to find out and describe their effects on audience, media content, work of journalists or professional methods etc. Considering new technologies and regarding formation of absolutely new on-line medium we can ask how journalistic genres cope with fast evolution in the field of media. As the time goes, genres can change, which may be caused by many factors. New technologies, innovations and especially new medium can take part in such process.

This thesis focuses on shift of Czech news service genre composition and formation of new journalist standards in press due to the new technologies introduced into media production in years 1989–1995. It also concerns with historical context and social changes after 1989. After all, these changes together with media transformation into liberal democratic model had an essential impact on news making as well as innovations and modernization of newsrooms. Genre metamorphosis is shown on the example of *Mladá fronta Dnes*.