

Abstract

This thesis „New Forms of Distribution of News Coverage“ sets out its target to briefly and concisely describe technologies that have affected our lives in recent years and are going to affect them even more in next few years.

The theoretical part of this work consists of the brief analysis of perception of new media (new forms of distribution) through the eyes of Czech media theoretics at the beginning of the 21st. Century, then there is a reflection on the thesis of Marshall McLuhan that „We live in the retribal period and the world is just a global village“. In addition, the content of this theoretical part of thesis also consists of the description and comparison of new forms of distribution of TV signal, namely IPTV and Internet video, two ways of distribution which the author finds most progressive and interesting. The last, but not least important part of this part of this work is the comparison between the new forms of TV coverage distribution in Hong Kong and Central Europe.

The practical part consists of the analysis of the survey based on participation of 70 Facebook users who answered questions on whether they watch tv news or which form of signal distribution are they subscribed to at home. The results of this survey are particularly interesting as the sample was aged between 18-25 years and it brought a new perspective on trends among this new generation.

All major findings are summarized in a brief conclusion.