User-generated content and its use in digital news media

Abstract

This thesis deals with increasing activity of Internet users who intensively create, publish and spread their own content. Huge part of this content is related to news and interferes in the traditional field of mass media organizations, which have to put up with newly established situation. The theoretical part of text describes the development of network media and strives for ground active user participation into media discourse and historical context. Therewithal, this part introduces kinds of user-created contents, defines their characteristics and analyzes these users who are called “prosumers” or “produsers” in the Web 2.0 era. The attention is also focused on user-generated content used by news websites and citizen journalism. The second part analyzes how the foremost world news media use and benefit from user-generated content. Examined media are iReport CNN, uReport Fox News, Have Your Say BBC and France 24. The text also analyzes Czech news media, especially ČT24 news channel and main Czech news websites and offers comparison with world media. Both parts of the thesis focus on web and television news service.