

Abstract

The diploma thesis „PR 2.0 – The role of new media in the building of public relations“ deals with the application of new media to the process of building links with public with help of public relations tools. The target of this thesis is to provide a comprehensive outlook on options of using new media and their influence on a transformation of communication paradigm of the public relations discipline. It focuses particularly on social media that form one of the new media categories. The theoretical part follows basic definitions and key characteristics of the public relations discipline, new and social media and main differences between the “old” and “new” media. It is dealt with the implementation of social media to the process of building relations with public and their role and contribution for the public relations discipline. As an own contribution to the thesis I conducted a research. The analytical part explores particular case studies of implementation of social media to public relations activities. The case studies and their analysis are supposed to validate or invalidate the hypothesis of the influence of new media on changing paradigm of public relations.