

Abstract

A purpose of this thesis is to offer a view into media reflection of social network Facebook.

In its “theoretical” part, the thesis offers structured sets of information about this phenomenon, such as its creation, history, current, and possible future uses. It also refers to usage of Facebook for broadcasting of “citizen journalism”, as well as to possible threads of using this social site, mainly connected to privacy and personal data leaching.

In its “practical” part, the thesis analysis selected daily newspaper and magazines, using both quantitative and qualitative methods, to offer media reflection of Facebook in the period specified.