

## **Abstract**

The bachelor thesis named The influence of electronic distribution of periodicals on print journalism deals with the specifics of electronic distribution, its position among other new media and its relation towards traditional media. This document focuses mainly on the question whether electronic distribution while combining principles of both internet and print journalism can influence the future of print media – its form or even existence. Other hypothesis presented by this document inspects the possibility of utilizing an electronic periodical for saving an unprofitable print version of given periodical – film monthly Svět filmu is used as an example. Both principles of electronic distribution and Svět filmu functioning are being inquired with support of depth interviews with major Czech electronic distribution services representatives and Svět filmu representatives respectively. In addition this work offers a overview of Czech electronic distribution services and examples of digital periodicals. In order to provide complete context a brief description of situation of electronic distribution in other countries is included and listed hypotheses are supplemented by interviews-based prognostic speculations concerning electronic distribution's future and impact on print distribution.