

## **Abstract**

The term crisis of journalism is widely discussed nowadays. This paper examines whether journalism is in crisis, or whether it is a development caused by changes in the digital world. It also examines possible causes of this crisis and transformation in the digital world. One of the main causes of this is a perceived loss of credibility of the information given to the public. Therefore, there is a deeper interpretation of what trust and trustworthiness is and what can dis/trust cause in the society. In the context of the changes which journalism faces today, it describes the transformation of the role of the audience to active self-editor and outlines how the audience must orientate in the news itself. Otherwise, the media focused on earnings will continue to thrive on sensationalism and moral panics that will negatively effect social reality.

In the empirical part this paper deals with the case of Břeclav in 2012, which is an exemplary example of moral panic with consequences.