

Abstract

The thesis "Mediainfo.cz and its importance for the Czech media environment," applies to the internet media server mediainfo.cz during the period from September 2013 to September 2014, when articles dealing with mass media issues were published there. The main objective was to find out what was the thematic focus of mediainfo.cz, who its authors and readers were, and what its competition was in the field of electronic media – the extent to which the project was unique and its standing on the Czech media scene. The first part of my thesis is devoted to the concept of agenda setting, which emphasizes the influence of the media in shaping public opinion and thus its social significance. The concept of agenda setting provides an appropriate theoretical framework for the study of Internet media servers dealing with mass media. The second part of the thesis is a case study that focuses on the actual profile of the server mediainfo.cz, compiled by using theoretical qualitative analysis. I have then used the conclusions from this middle chapter for comparison in the following and the final part. The third and core chapter of my thesis applies mainly to the mapping of other selected relevant Czech websites dealing with the issue of mass media. With their subsequent comparison I defined the role of the server mediainfo.cz within the Czech media environment.