

Abstract

The subject of this bachelor thesis is development of the website of Ceska televize from their founding in 1996 to year 2013. The goal of this thesis is to capture significant points in their changing due to convergence of new and audio-visual media. In the theory, the process of digitization is described and its impact on audio-visual media. A part of the theory is also development of the internet and new media. Next, the process of convergence is described and its parts, which have impact on journalism. The different views of chosen authors on convergence are presented. The practical part concentrates on the development of Ceska televize website in chapters. The main interest is in changes in function of the internet as a part of service of public media.