

GAJDOŠTÍK, Dušan. *Současné online aktivity vydavatelství Economia*. Praha, 2014. 69 s. Diplomová práce (Mgr.) Univerzita Karlova, Fakulta sociálních věd, Institut komunikačních studií a žurnalistiky. Katedra mediálních studií. Vedoucí diplomové práce PhDr. Petr Bednařík, Ph.D.

Abstract

Economia publishing house has a consistent portfolio of print media with an emphasis on quality content from the daily newspaper (Hospodářské noviny), through opinion weeklies (Econom and Respect) to B2B titles (Marketing & Media etc.). At the same time operates the relevant online platforms, which are more or less successfully trying to transform into a more modern formats, using all the tools of modern web - the intuitive structure, interactivity, links to social networks, the use of audio and video content, tablet and mobile applications and looking for these projects new business models.

In my work, I introduce readers to the context of the history of publishing, focus on the analysis of key titles in the past and present, in the main part describes the recent changes and trends in online projects, especially new form of online daily iHNed.cz, mobile and iPad applications iHNed.cz, websites Respekt.cz , iPad application Respekt, but also acquisitions Volny.cz and Vybermiauto.cz and in the end outline possible the near future.