

Abstract:

This paper deals theoretically and empirically with the issue of traditional media openness towards Internet non-users and its perception among non-users themselves. The theoretical part of the work outlines the problem of inequality in the information society and how specific content of messages in selected traditional media can contribute to these inequalities. The second part examines through a pilot content analysis the nature of the media content in the traditional Czech mass media with regard to the possibility of interaction and participation with the media and the usage of links to the digital content. On this basis, semi-structured interviews examine perception and reflection of such phenomena on a selected group of elderly non-users. The conclusion of this work consists of the introduction of the scheme of factors influencing the extent of perceived discrimination among non-users of the Internet in relation to traditional mass media.