Abstract

This study focuses on the internet as a public space and explores the emotionality of this area. It is also approached as a case study which investigates the relationship between emotionality and commercialization. In the theoretical part, the concept of the public space and especially its changes that came with the internet and social networks is specified for the reader, to provide a general overview essential to the results of this work. Furthermore, the theme of the communication via internet is defined and the identification of emotions in media communication is explained in the theoretical part. The practical part analyses in which intensity the mass media use the tools of the expressibility on their facebook profiles. These mass media were purposely chosen, one being commercial and the next one the public service television, whose function is to support the social cohesiveness and to cultivate the language. The representatives are television TV Nova and radio Rádio Impuls as the commercial media, television Česká televize and radio Český rozhlas as the public service media. The findings of this thesis provide the insight into the issues and point out the difficult position of the public service media on the social networks.