

ABSTRACT

This thesis deals with the influence of digitization and electronic media on print media. It shows the progress of development of the digital, its constant growth and transformation of getting public information, especially by particular theories of Marshall McLuhan, Jay David Bolter, Richard Grusin, Alessandro Ludovico and another authors dealing with the issues of media and digitization. The thesis shows a brief media development and the largest part is devoted to the digitization and remediation of the media. The central part is assessing the impact of digitization and the advent of electronic media on print media. It is shown how the print media deal with digitization. In the practical part of my work, it should find out how the print titles of the Czech market are, how are they affected by increasing digitization of media and how they try to deal with this aspect of trying to cope. All of these issues are shown in three cases, the daily newspapers Mladá Fronta DNES, Lidové noviny and Hospodářské noviny, which are the ones of the most important media in Czech republic, which have their printed version, with which they began. With digitization, however, they were forced to start also with their electronic versions.

Key words: digitalization, electronic media, mass media, print media, electronic versions, internet, remediation