

Abstract

The purpose of this thesis is to describe the key aspects of the surveillance in the contemporary social media reality. It aims to take note of the basic approaches and theories in the field of surveillance and tries to fully describe and understand the impact of the – so called social media in the (post) modern situation, using the position of the interdisciplinary field of Surveillance studies, and also the works of M. Foucault, G. Deleuze etc., with the emphasis put on the theoretical and practical aspects of surveillance and monitoring of the modern media reality. The work also aims to bring balanced, sometimes critical view on the contemporary means of online communication and the tools, or means, that can be used to monitor the users of the internet - with, or without their consent or notion.

Key words

Surveillance studies, surveillance, media, online interactions, interactivity, social media, marketing