

Abstract

The bachelor thesis deals with the change of social behavior and journalistic production caused by the digitization and convergence with focus on the social media. The paper will discuss the issue of privacy that is undergoing redefinition, because of the amount of private information which we publicly publish on social media (my center of interest are two most common social media – Facebook and Twitter). Social networks and digitization in general have changed journalistic production. Journalists must be able to produce all types of journalistic content - text writing, photograph, shooting video and working in the post-production, as part of multiskilling. Moreover, each part of the process has to be compatible with the framework of professional ethics, which is still under development in terms of new technologies, including social media. At the same time, journalists must work to promote themselves through social networks and to build their own devoted audience. The bachelor thesis will deal with the comparison of code of conducts in the Czech Republic and in the UK in the case studies. It aims to find differences between the two countries in terms of approach to the social media. I also compare case studies of Czech journalists and their daily work with social networks in three periods (the first two weeks of September 2016, December 2016 and March 2017).